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Creating Customer based Brand Equity: a case study of Steam Coffee

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Creating Customer based Brand Equity: A case study of Steam Coffee

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Degree Programme in
Business Management
Bachelor's Thesis
June, 2012

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Year	2012	Pages	77
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In the fast pace of business in today's world, it is important to build proactive methods that develop the organization and help to differentiate it from competition. With consumer understanding as the primary focus, organizations can build value and receive consumer loyalty.

Steam Coffee is a newly-opened cafe that faces competition from other locally known cafe brands in the center of Helsinki. It is essential for Steam Coffee to develop consumer loyalty to create brand equity and add value to their organization.

The main purpose of the thesis is to determine how to create customer-based brand equity by focusing on the customer perception and creation of brand awareness and positive brand image through different marketing tools. The key research questions are how to build brand equity by improving customer service and how the consumers and the staff perceive the brand.

The theoretical section of the paper focuses on brand building and management as well as marketing communication and the correlation between the theories.

The research method of the thesis is quantitative research. The research was conducted at the cafes of Steam Coffee, and the research questionnaire was designed to support the theoretical concept of creating brand equity through customers, management and marketing communication.

The results reveal that Steam Coffee has achieved brand awareness and brand image to a certain level. However, a number of consumers have trouble recognizing and acknowledging the brand from the brand it was before. This is due to a failure in the execution of brand change as well as the lack of utilizing different marketing communication tools.

To achieve brand equity through customers, the case company should focus on utilizing different marketing tools to achieve strong awareness and positive brand image. It is highly recommended that Steam Coffee develops all aspects of the organization and integrate the values and goals of the brand to the organization culture.

Key words Brand equity, Customer service, Brand awareness, Brand image

Giang Dang & Hamda Muhumud

Creating customer-based brand equity Case: a case study of Steam Coffee

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Nykyään nopeasti kehittyvässä liike elämässä on tärkeää kehittää ratkaisuja, jotka auttavat viemään organisaatiota eteenpäin ja erottumaan kilpailijoista. Asiakkaiden ymmärtämisen priorisoiminen auttaa organisaatiota kehittämään arvoa ja uskollisuutta asiakkailta. Steam Coffee on vastakkain avattu kahvila joka kohtaa kovaa kilpailu toisilta kahvila brändeiltä. Steam Coffeen täytyy panostaa asiakas uskollisuuteen kehittääkseen brändille arvoa.

Opinnäytetyön tärkein tehtävä on selvittää miten luodaaan asiakaslähtöisen brändin pääoma, keskittymällä asiakkaiden käsitykseen brändistä ja kehittämällä brändin tunnettavuutta ja positiivista imagoa eri markkinointi työkalujen kautta. Keskeiset tutkimuskysymykset ovat miten rakentaa brändin pääomaa parantamalla asiakaspalvelua ja miten kuluttajat kokevat brändin.

Opinnäytetyön teoreettisessa osassa keskitytään lähinnä brändin rakentamiseen ja hallintaan, sekä markkinointiviestinnän ja teorioiden korrelaatioon.

Tutkimus menetelmä on kvantitatiivinen tutkimus. Tutkimus suoritettiin Steam Coffee kahvilassa ja tutkimuksen kyselylomake on tarkoitettu tukemaan opinnäytetyön teoreettiseen käsitteeseen luodakseen brändipääomaa asiakkaiden, johdon ja markkinointiviestinnän kautta.

Tulokset osoittavat, että Steam Coffee on saavuttanut tietylle tasolle tunnettavuutta ja imagoa. Useimpien kuluttajien on kuitenkin vaikea erottaa vanhaa ja uutta brändiä. Tämä viestii brändi muutoksen toteutuksen epäonnistumista sekä eri markkinointiviestinnän välineiden hyödyntämisen puutteista. Jotta brändi pääoman luominen asiakkaiden kautta onnistuisi, tulisi kohdeyrityksen keskittyä hyödyntämään erilaisia markkinointi työkaluja. On erittäin suositeltavaa kohdeyritykselle integroida brändi arvoja ja tavoitteita tuotemerkin organisaatiokulttuuriin.

Key words Brändi pääoma, Asiakaspalvelu, Brändi tunnettavuus, Brändi kuva

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1 Introduction

1.1 Study Background

The growing amount of businesses existing and starting in today's world has led to the need of differentiating business from competitors and achieving customer loyalty. Obtaining competitive advantage through products and services is not anymore the only way to stand out from competition, as effective branding has become essential way to add equity to a company.

Building a strong brand is the objective of most organizations as it provides significant equity that leads to potential benefits and increase of customer loyalty, as well as less liability to competitive marketing actions and marketing crises. Strong brand consumers, react positively to price increase and decrease, which results to the effectiveness of marketing communication increasing. In addition, the trade cooperation and support along with licensing and brand extension for the organization are likely to get more opportunities.

When branding there is two questions that, arise: What makes a brand strong and how do you create a strong brand? This thesis will aim to answer both of these questions, while providing a branding guide to Steam Coffee, in order to enhance and develop the organization structure by enforcing strong and clear brand culture, as well as customer service. As there are a number of perspectives concerning brand equity, this thesis will aspire to provide a clear perspective about brand equity and the building and management of it. (Keller 2001, 8-9)

1.2 Case Brief

Steam Coffee is a newly opened cafe that belongs to Niklas Capital Oy which established in late 2011 in Espoo, Finland. The company specializes in a restaurant, cafe and catering operations. Steam Coffee includes two cafes located in the central area of Helsinki in Kaisaniemi and Tennispalatsi. These two cafes have been opened and operated from the beginning of 2012 and formerly known as Wayne's Coffee. Steam Coffee has attracted attention of customers due to the convenient location, diversity of products, unique style and exceptional service. However, it has coped with many difficulties that need to overcome, for example, the unchangeable habit of customers and comparison of customers between the old and recently established brand. As new brand and business, it is essential for Steam Coffee to differentiate and get away from the brand resonance of Wayne's Coffee that it used to be and to establish their own brand image and resonance. A way to achieve this is to develop effective customer service to create brand equity and a loyal customer base.

1.3 Purpose of the thesis

The aim of this thesis is to identify ways to build customer based brand equity, by focusing on strong brand awareness and positive image through different marketing tools, which affect and improve the customer satisfaction. The two key questions of this thesis are: how do the customers and the staff perceive the brand? As well as, how to build customer based brand equity? The theory section will cover the correlation of different phases of brand building and management. The empirical section will focus on the improvement of the customer service through the opinions the customers have about the case study. The case study can utilize the thesis as a guide in developing their brand.

1.4 Theoretical Approach

The theoretical section of the thesis will cover the brand building and brand management process as well as marketing communication. The effect and relationship these theories have on one another is reviewed in this document. The branding process, as well as, the consumers will be the center of the theoretical framework.

1.5 Research Approach

The methodology method used in this thesis is a quantitative study. The targeted subjects of the study are the staff and the customers of Steam Coffee. The purpose of the research is to discover perception of consumers and staffs have about the business. The findings will serve as support in determining the brand culture of the organization and forming the bases for the brand value of Steam Coffee. The study can also serve as a source, to determine the customer satisfaction and improve the business. All obtained data are analyzed and discussed in detail by learnt techniques.

1.6 Theoretical Approach

The theoretical approach if the thesis will focus on brand building and management as well as marketing communication and the correlation between the theories. The concept of brand, the benefits of branding and how to create a brand will be discussed elaborated in this thesis as well as different areas of brand management such as creating positive brand image and awareness along with other brand elements. Customer's perception of brand will also be focused on and discussed.

1.7 Framework of thesis

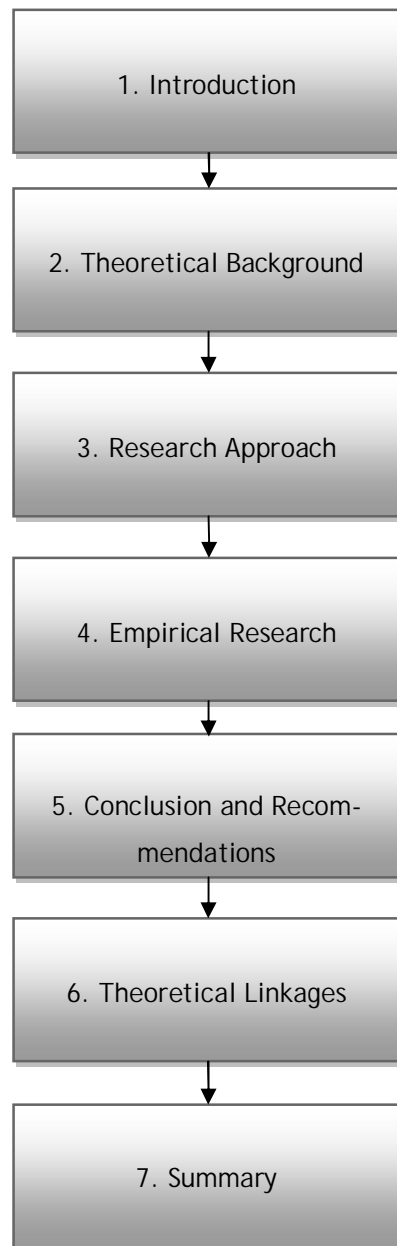


Figure 1: Framework of the thesis

The thesis contains seven sections which are: introduction, theoretical background, research approach, empirical research, conclusion and recommendations, theoretical linkages and summary.

The first part consists of the background information and the purpose and structure of the thesis. The middle section of the framework is about the theoretical background which consists of various theories about the concept, principle, criteria and methods that support the

empirical study of thesis. The section of research approaches introduces the different methods and approaches of conducting research as well as the methodology used in this thesis. The empirical research section introduces the method used to analyse the data collection and the results achieved through research study. The last part of the thesis concludes the findings and recommendations presented to the case company.

2 Theoretical Background

In this section, in order to develop a theoretical background supporting the empirical study, the authors source all information, which is relevant to brand building, customers-based brand equity and marketing communication tools. The theoretical foundation will be discussed in details and presented as below.

2.1 Brand

According to Naomi Klein, the author of the book "No Logo: Taking Aim at the Brand Bullies" brands have become an influential factor in modern society. Truly, they appear in every field of human lives. They penetrate all spheres of life such as economic, social, cultural, sporting, even religion. Because of this prevalence, they have come under growing criticism. In fact, Kapferer (2004, 9) states that brands are recognized and exploited as a part of a company's assets. They are intangible value created to add benefits for the business.

Similarly, Kevin Lane Keller (2008, 2), who is a marketing professor at the Tuck School of Business at Dartmouth College writes in his book "Strategic Brand Management" that in the modern world, there is a reality which has been acknowledged and realized by more and more enterprises and other organizations, either business-related or non-business-related. The reality is that one of the most valuable assets of a company is the brand name which helps existing and potential consumers associate the company with the products and services they offer. He also says that the reason why a brand plays a significant role is because the business world today is increasingly complicated. There are more choices toward various products and services for individual customers and business managers but contrarily, less time for consumers to choose them. (Keller (2008, 2-3)).

According to the American Marketing Association (AMA), a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of combination." Technically speaking, a brand can be built when a marketer creates a new name, logo, or symbol for a new product.

However, there is still disagreement between experts on the definition of a brand. Each expert holds in his or her minds different definitions. The word “brand” is resulted from the Old Norse word *brandr*, which means “to burn”, used to distinguish the goods or services of one producer from those of another. (Keller (2008, 2) There are differences between AMA’s definition and the industry’s concept of a brand.

By contrary, many practicing managers show their divergence to AMA’s opinion. Those consider that the AMA’s definition mentions only to the external forms of expression and a brand shall mean more than that. In their opinion, a brand should have both in external and internal things including a certain amount of awareness, reputation, and distinction and so on that a brand can build in the market. Keller (2008, 2)

A brand is more than a product because of measurements that separate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible - related to product performance of the brand - or more symbolic, emotional, and intangible - related to what the brand represents. Keller (2008, 3) In order to have a clearer understanding on this definition, a comparison between brands and products has been made. In Keller’s opinion, a product is anything that can be provided to a marketplace for obtaining attention, acquisition, utilization or consumption to satisfy consumers’ needs or wants. He indicates that a product can be physical goods like food, automobiles and all other physical consumer goods; services such as banking, airlines, insurance firms and so on; certain persons such as political figures, entertainers or popular athletes and places including cities, states and even countries; or even an idea.

Figure 1 illustrates the five levels of meaning for a product based on features of each product category.

Level 1. The core benefit level	The core benefit level is the fundamental need or want that consumers satisfy by consuming the product or service.
Level 2. The generic product level	The generic product level is a basic version of the product containing only those attributes or characteristics absolutely necessary for its functioning but with no distinguishing features. This is basically a stripped-down, no-frills version of the product that adequately performs the product function.
Level 3. The expected product level	The expected product level is a set of attributes or characteristics that buyers normally expect and agree to when they purchase a product.

Level 4. The augmented product level	The augmented product level includes additional product attributes, benefits, or related services that distinguish the product from competitors.
Level 5. The potential product level	The potential product level includes all the augmentations and transformations that a product might ultimately undergo in the future.

Figure 2: Five levels of meaning for a product (Keller 2008, 3)

In reality, most firms find it simple to produce successful goods at expected product level; hence, most competition takes place at the product augmentation level in the market. In order to separate the products or services from those of other competitors, it is crucial for enterprises or manufacturers to improve their goods by adding more additional value might be acknowledged by consumers. In the book, Professor Keller extracts Harvard's Ted Levitt's argument that "the new competition is not between what companies produce in their factories but between what they add to their factory output in the form of packaging, services, advertising, customer services, financing, delivery arrangement, warehousing, and other things that people value". (Keller 2008, 4-5)

It is very important that a brand should have a strong relationship with its products and services in order to keep building trust and a successful marketing strategy. In fact, most marketers have promoted their brands and achieved great outcomes. For example, Apple has been one of the most reliable and largest cellphone and computer companies with a strong brand image in the world. It provides not only high quality of products and services, network, but also customer service. (Relationship between product and brand)

Overall, a brand can be defined as the combination of those exterior elements such as logo, slogan, design, package, name and such interior characteristics as awareness, reputation, and image, which are created by marketers and then recognized by consumers. Every brand becomes valuable when it discovers what it offers that is unique that the consumer also wants. As professor Kapferer (2004, 11) concludes: "A brand is a name that influences buyers." Truly, every business manager tries to create, maintain and strengthen their brands due to benefits they bring. The fact is that a strong brand enables to match a company's capabilities, services and products with customers well and allows controlling price because of the perceived value. Moreover, a strong brand helps to create competitive advantages that stand company out from the competition and competitor brands.

2.2 Brand Equity

Brand equity has been intensively studied since 1980s, and considered as one of the most popular and potentially important marketing concepts at that time. However, there are both positive and negative effects on marketing strategies for marketers emergently. On the positive way, brand equity is utilized as a means to evaluate the significance of the brand in marketing strategy. It also helps the marketers to pay more attention to managerial operation and research activity. On the opposite way, the concept has been measured in different ways with different purposes. There is no common viewpoint about how to define brand equity. (Keller 2008, 37)

Although brand equity still has various senses to various people, there has been much growth in identifying its meanings, increasing effective measures, and understanding its causes and effects. Managers can have a deep insight into such issues as long-term maintenance or development of brand value, strategies for brand extensions, and competitive positioning by viewing the business via the brand equity. (Marketing Science Institute).

Concerning with brand equity, there are several stakeholders that play an energetic role including the firm, the consumer, the channel, and some would even argue the financial markets. Ultimately, the consumer is the most critical component in defining brand equity. Some researchers in the field of marketing have defined brand equity as follows:

According to Lance Leuthesser, et al (1995), "... brand equity represents the value (to a consumer) of a product, above that which would result for an otherwise identical product without the brand's name. In other words, brand equity represents the degree to which a brand name alone contributes value to the offering (again, from the perspective of the consumer)."

Another definition of brand equity is measured by the Marketing Science Institute (1988) as, "the set of associations and behaviours on the part of the brand's customers, channel members, and parent corporations that permit the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors."

Through the above mentioned concepts, it can be seen that marketing researchers have been aware of the relationship between customers and brand equity. As a result, Professor Keller has presented a model related to this concept named Customer-Based Brand Equity. This model is analyzed and shown in details next part of the theoretical background.

In summary, brand equity can be defined as three distinct elements including the total value of a brand, a measurement of the strength of consumers' attachment to a brand and a description of consumers' loyalty to a brand. (Brand Building)

2.2.1 Building Brand Equity

As Kotler and Keller (2009, 285) states that the process of creating brand equity basing on conveying the proper brand knowledge systems to the right customers. In spite of the dependence of the progression on brand-related associates, three main sets of brand equity drivers can be shown as follows:

"1. The prior choices for brand elements including brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages, and signage. 2. The product and service and all relevant marketing activities and supporting marketing programs. 3. Other associations indirectly transferred to the brand by linking it to some other entity". Kotler & Keller (2009, 285-286)

Brand equity is identified by five different assets or liabilities as seen from figure 1.1. These assets form the basis of brand equity and build value for both the customer and the firm. Brand equity assets affect the consumers' assurance in their buying decision and can increase the customer satisfaction. It can also help reach potential customers' and improve the brand loyalty. Brand loyalty is one of the dimensions of brand equity, and the correlation between the two affects one another.

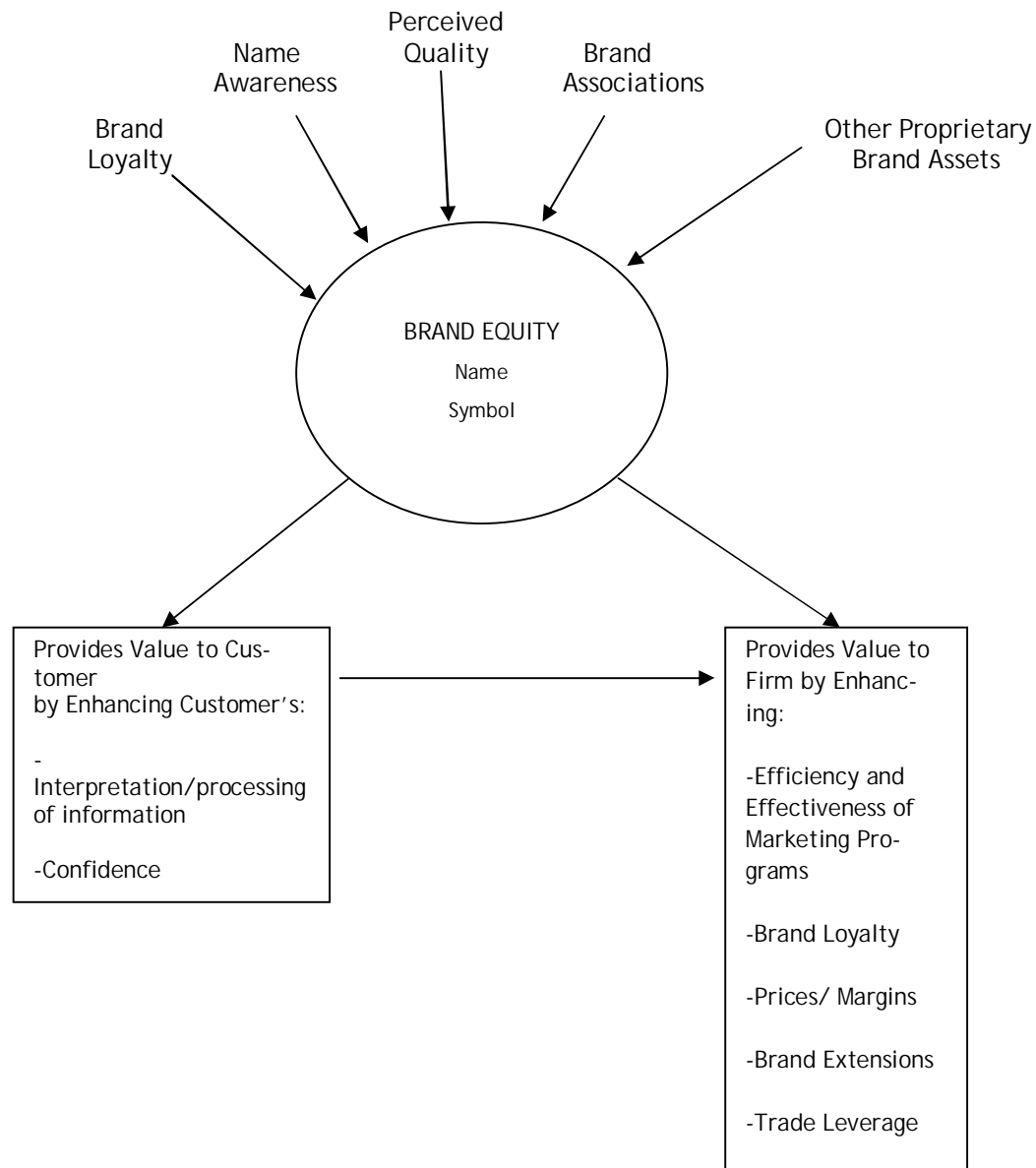


Figure 3: Brand Equity (Aaker1991, 17)

2.3 Source of Brand Equity

The key aspect to building brand equity is strong brand knowledge structures, which result from the effects of marketing activities. The brand associations that the consumer memory links with the brand due to the awareness and familiarity create customer based brand equity. (Keller 2008, 51-53)

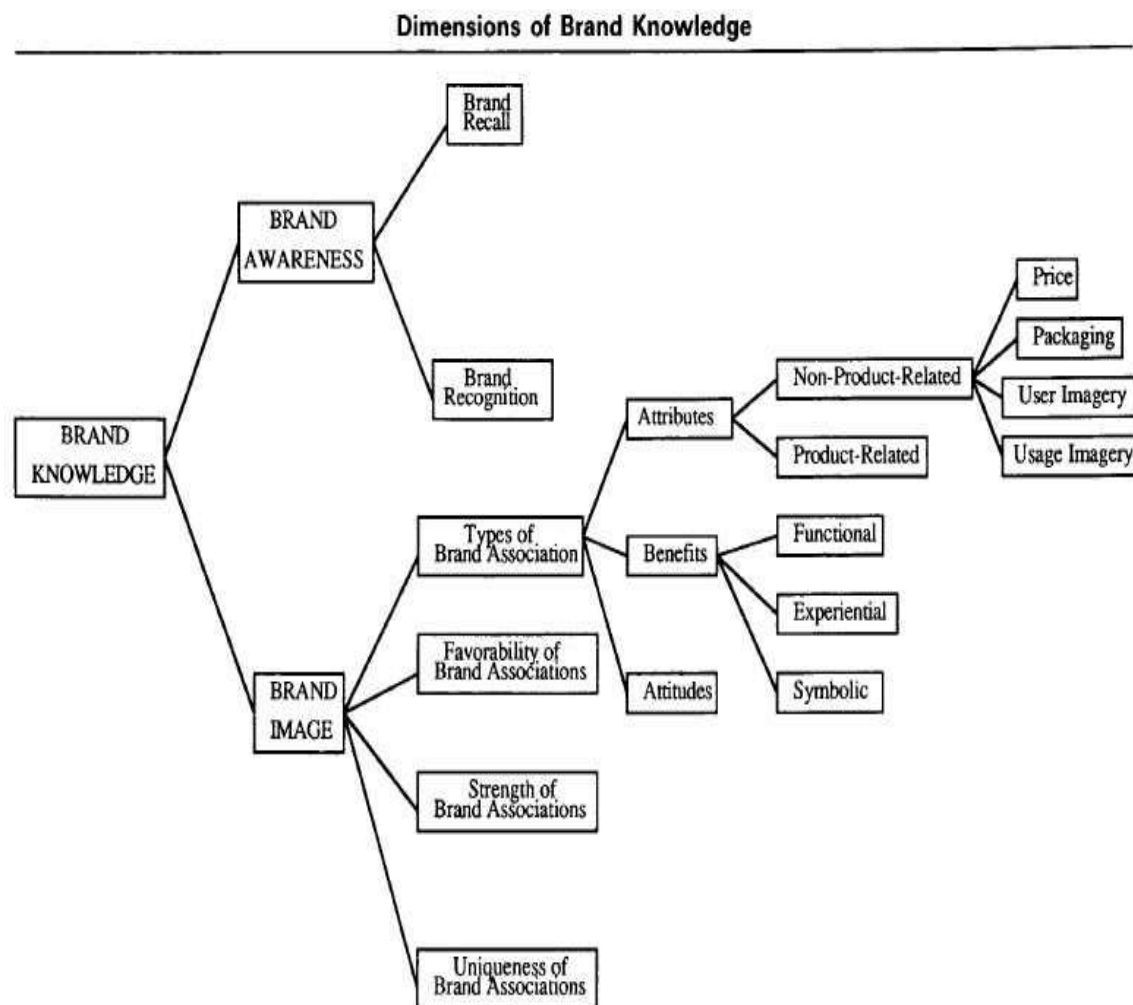


Figure 4: Dimensions of brand knowledge (Keller 1993, 7)

According to Keller, the important sources of brand knowledge are the brand awareness and brand image, which in low involvement decisions can be enough in developing positive consumer response because consumers are prepared to make their choices on mere familiarity and the outcome of it. (Keller 2008, 53)

At other times, however, brand associations play a significant role in determining the disparity response that creates brand equity. (Keller 2008, 53) The strength, favorability and uniqueness of the brand associations also contribute greatly in determining the diverse response making up the brand equity.

When creating customer based brand equity, building positive brand image and brand awareness through brand associations lead to the meaningful differentiation of a brand in consumer memory. (Keller 2008, 54)

2.3.1 Brand Awareness

Brand awareness is the capability of a possible buyer to recall or link a brand to product category. (Aaker, 1991, 61) The associations can vary from the product characteristics such as the spokesperson, name or symbol or on the image; the organization wants the brand to convey to the consumers. Brand awareness means enhancing the knowledge of the brand through repeated exposure so the more a consumer “experiences” the brand and interacts with it by seeing it, hearing it, or thinking about it the greater the possibility of registering the brand to memory. Different marketing mix options are likely to increase the familiarity and awareness of that brand, the more elements the marketers can reinforce, the better it is. (Keller, 55) Maintaining and developing the brand identity through brand awareness and the image is the key tool to building a strong brand. (Aaker 1996, 25)

Brand awareness builds equity in four ways as shown in Figure 2.1.

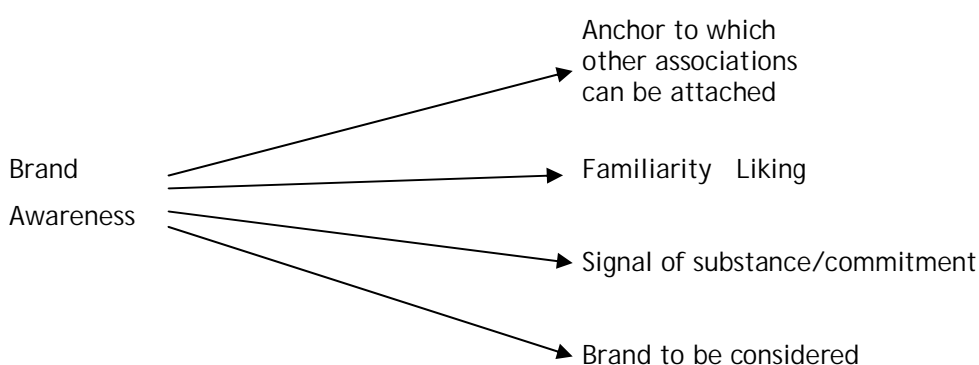


Figure 5: The Value of Brand Awareness

According to Kapferer (2004, 21) recent marketing research illustrates that brand awareness is mostly associated “with aspects such as high quality, trust, reliability, closeness to people, a good quality/price ratio, accessibility and traditional styling”.

2.3.1.1 Brand Recognition

Brand recognition is the consumers’ ability to link the brand to a previous experience or exposure when provided the brand as cue. (Keller2008, 54) Brand recognition is the level to which brand is recalled for stated aspects or communications. At times, brand recognition is prerequisite of brand recall. In this circumstance, brand recognition is the level to which a brand name is familiarized when incited with the actual name. A broader view of brand recognition is the level to which a brand is identified within a product or service category for features such as brand name, logo, and packaging. A certain level of brand recognition exists when a

product name is linked with a certain slogan, logo, or attribute. Advantages of brand awareness include the formation and strength of the associations that create the brand image. (Brand Awareness 2011)

2.3.1.2 Brand Recall

Brand recall refers to the consumers' ability to recover a brand from their memory when given a hint of the product or service category, the needs matched by category, or a buying or usage situation. For example, when a consumer thinks of cereal category or breakfast they should be able to retrieve Kellogg's Corn Flakes brand from their memory no matter what location they are at the time of making the purchase decision.

According to research, brand recognition is important to consumer decision at the point of buying where the brand names, logo, packaging and so on are physically present. On the other hand, brand recall will be more significant than brand recognition if the buying happens in the settings away from the point of purchase, due to that reason, creating brand recall is important for service and online brands. Consumers' should actively look for the brand and be able to recover it from memory when appropriate. It is important to notice that even though brand recall may be less significant at the point of buying, consumers' assessment and choices will still often depend on whatever they recall about the brand and that they are able to identify it there. (Keller 2008, 54)

2.3.2 Brand Image

Positive brand image is built through marketing programs that connect powerful, positive and unique association to the brand in memory. (Keller 2008, 56) The three dimensions of brand associations vary on the following three factors:

1. Strength: The power of a brand association is a utility of information initially received as well as the quality of the handling. The more intensely consumer thinks about the brand information and connects it to existing brand knowledge, the stronger the resulting of the brand associations.
2. Favorability: Brand associations that are desirable to consumers effectively delivered by product and communicated by the supporting marketing program are favorable associations for a brand. Association can be linked to the product or other intangible non-product like aspects such as usage and user imagery.
3. Uniqueness: In order to create customer-based brand equity marketers must connect unique and meaningful points of difference to the brand to give competitive advantage and

give a significant meaning to why consumers should buy for it.

Customer-based brand equity does not differentiate between the source of the brand associations, and the manner, in which they are created, what is important is their favorability, strength and uniqueness. (Keller 2008, 56)

2.4 Customer Based Brand Equity Model

The customer based brand equity model (CBBE) shows building a brand as a series of steps shown in figure 2.3, which are dependent on successfully achieving the aim of the previous one. All steps involve achieving some objectives with customers, both existing and potential. The four steps stand for a set of fundamental questions that consumers always ask about brands, implicitly if not explicitly:

1. Who are you? (Brand identity)
2. What are you? (Brand meaning)
3. What about you? What do I think or feel about you? (Brand response)
4. What about you and me? What association and how much relation would I want to have with you? (Brand relationship) (Keller 2008, 60)

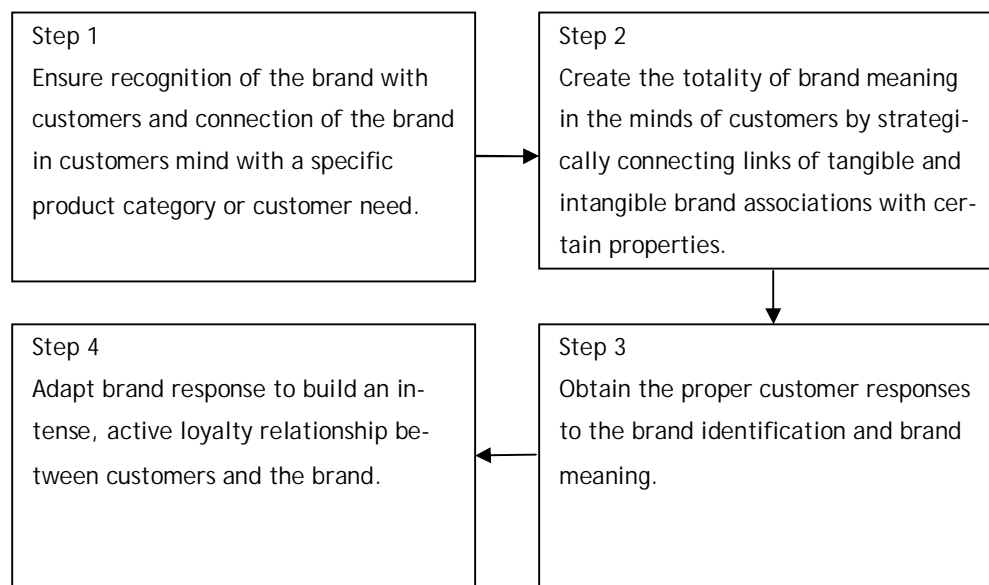


Figure 6: Four Steps of CBBE

The achievements of the four steps lead to the establishment of six brand-building blocks which are brand salience, brand imagery, brand performance, brand feelings, brand judgments and brand resonance. The six “brand building blocks” represent a pyramid and the creation of the brand equity includes reaching the top of the pyramid. This will happen when right brand-building blocks are in place. Figure 2.4 shows pyramid and the Figure 2.5 illustrates each of the building blocks in detail.

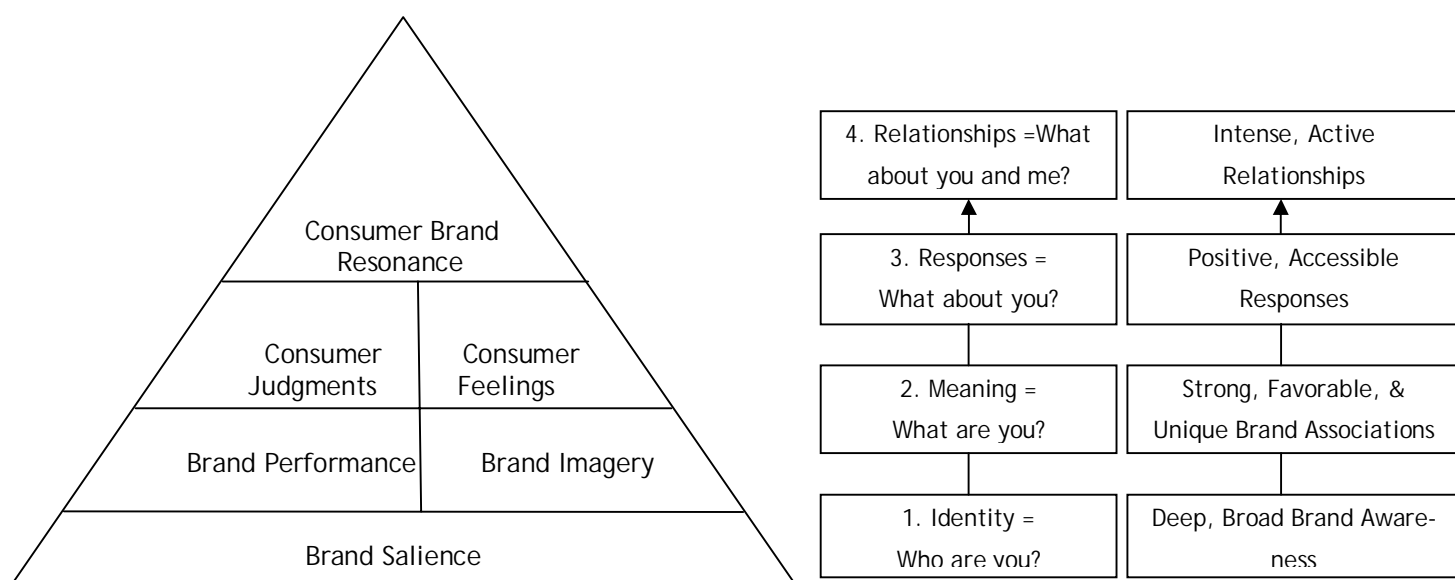


Figure 7: Customer Based Brand Equity Pyramid (Keller, 2001, 12)

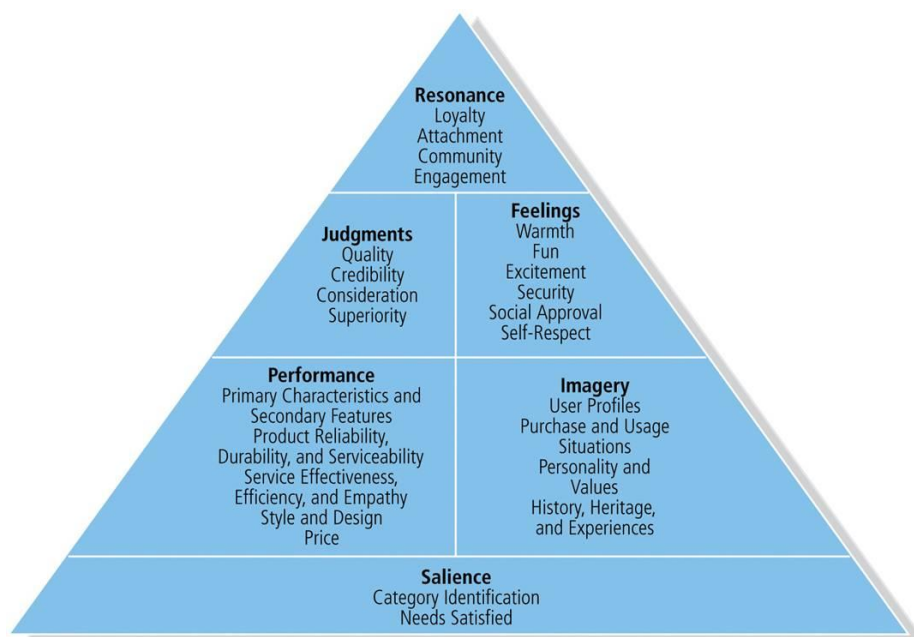


Figure 8: Sub dimensions of Brand-Building Blocks

The most significant brand building block, brand resonance happens when the other brand building blocks have been built. When customers convey high level of loyalty by looking for interaction and sharing experiences with the brand a true brand resonance is achieved. Benefits such as better price premiums and more competent and effective marketing programs are obtained by organizations by achieving brand resonance. (Keller 2008, 60-61, Keller 2001, 10-12)

The principle of the CBBE model that is the true evaluation of the strength of a brand relies on how consumers think, feel, and act towards the brand. Accomplishing brand resonance needs the correct cognitive appraisals and emotional response to the brand from consumers, which in turn demands to create brand identity as well as the right meaning in terms of brand performance and brand imagery associations. The right brand identity can result in consumer thinking that the brand is significant and "my kind of product". The key point to identify is that the power of the brand and its value to the organization resides with the consumers.

The basic theory of the Customer-based brand equity model is that the true degree of the strength of a brand is the way consumers experience and act towards the brand. The model strengthens the fact that there are no shortcuts in the creating a brand. The more openly marketers identify the steps and recognize them as concrete goals, the more likely they will focus more attention towards them and fully realize them so they give the greatest contribution to brand building. (Keller 2001, 8-10)

2.5 Brand Elements

Brand elements or sometimes brand identities are used to identify the brand, to enhance brand awareness and to facilitate unique brand relations, which ultimately should distinguish the brand (Keller, 2006:140).

David Aaker(2002, 68), a consultant and author in the field of marketing, particularly in the area of brand strategy states, that brand elements refer to a unique set of brand associations which serve to provide direction, purpose, meaning for a brand, identify the brand in market-place. As well as represent what the brand stands for and indicate a promise to consumers either individual or organization.

In addition, Alina Wheeler (2009, 4), author and designer in branding fields, indicates that brand elements are those tangible identities to the senses of brands. Brand elements allow consumers to see, touch, hold, hear, and feel them. One of the most significant functions of brand elements is that brand elements can help to elevate brand recognition, intensify the uniqueness of a brand as driving forces, deliver the intangible identities such as emotion, con-

texts or essence to consumers as media, and make the potential meaning and value inside the brand more accessible to customers as value propositions.

2.5.1 Choice Criteria of Elements

As shown in customer-based brand equity model, it is necessary for marketing developers to choose brand elements to enhance brand awareness, facilitate the process of formation strong, favorable and unique brand associations or generate sound brand judgments and feelings. This means brand elements can be used as effective tools that ultimately create brand equity. Furthermore, brand elements can contribute efficiently to the brand recognition test and propositions of brands' intangible value of consumers. There are six main criteria assumed for marketers to choose appropriate brand elements and to measure brand elements' performances as well. Keller distinguishes six general criteria for brand elements, segregated in two groups in which the elements play an offensive and defensive role as described in table 1. Each brand element will have its own strength and weakness. (Keller, 2006:178):

Offensive Role	Defensive Role
Memorability	Transferability
Meaningfulness	Adaptability
Likability	Protectability

Figure 9: Six criteria for brand elements

The offensive side contains criteria such as memorability, meaningfulness and likability, which are useful to build brand equity. It means that brand elements should be memorable and distinctive, easy to recognize and easy to recall. Furthermore, brand elements need to be meaningful to transfer the descriptive or persuasive content. Accordingly, the customer is able to categorize the right product group and build trust of the brand element in this product. Hence, the descriptive dimension is a determinant of brand awareness and salience, and persuasive is a determinant of brand image and positioning. It is the specific information about particular key attributes and benefits of the brand. These three criteria are considered the marketers' strategy and brand building. (Keller, 2006:140-178).

Besides, transferability, adaptability and protectability are criteria that play a defensive role. To create and maintain brand equity, brand elements have to be transferable in such a way that they can cover more than one product, product line, market segments, geographic boundaries, markets and cultures. Secondly, brand elements need to be adaptable and flexible in time to remain relevant. Protectability is considered the legal and unauthorized competitive infractions of the brand. Professor Keller has established and describe detailed a ta-

ble of brand options and tactics with the aim of balancing the most important elements through the six general criteria. The main brand elements have been classified into five groups, as can be seen in table 1 (Keller 2006, 140-178).

Brand elements					
Criterion	Brand names and URL	Logos and Symbols	Characters	Slogans and Jingles	Packaging and signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirect	Can reinforce almost any type of association, although sometimes only indirect	Generally more useful for non product related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can typically be redesigned	Can be modified	Can typically be redesigned

Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied
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Figure 10: Critique of brand element options (Keller, 2006:178)

As mentioned above, brand elements are elected as a valuable tool for marketing developers to stimulate brand awareness and create brand judgments and feelings of customers. Brand elements are those elements used to distinguish the brand including external manifestation of brands such as brand names, URLs, logos, symbols, characters, slogans, jingles, packages, spokespeople and signage. In order to satisfy six all criteria: memorability, meaningfulness, likability, transferability, adaptability and protectability, it is difficult for marketers to select only one brand element. For instance, it is not likely to create a brand name that is easy to recall, properly suggestive, rich in meaningfulness, simple to pronounce, timeless, neither simple or complicated, and easy to be protected both legally and competitively. Professor Keller (2008, 145) points out that a brand should include multiple options and tactics of brand elements. For instant, Nike is a well-known brand that uses various numbers of brand elements with unique “swoosh” logo, powerful “Just do It” slogan, and “Nike” name symbolizes victory.

2.5.2 Brand names

The brand name may be the most central of brand elements because it usually adapts the core association of a product or service in an economical way. Brand names can be utilized as an extremely effective and efficient means of communication. Keller (2008, 145) According to Wheeler (2009, 20), a reliable brand name is described as timeless and tireless which is easy to pronounce and recall. The right brand can mean something and assist brand extensions. The name should sound good as well as visually look representable in e-mails and logo. Well - designed brand is valuable asset to an organization.

To become a strong brand name, it should hold seven qualities, as listed the meaningful quality, distinctive quality, future-oriented quality, modular quality, protectable quality, positive quality, and visual quality. Concerning with meaningful quality, a brand name need to establish a communicative connection between the company’s image and customers. The distinctive quality is helpful to separate a brand name from its competitors. The strength, innovations and achievements of the firm will be positioned by the future -oriented quality. It is easy for the firm to extend its brand name by applying the modular quality. The trademark or brand name created will be protected legally by the protectable quality. The positive quality successfully contributes to prevent a brand name from negative connotations.

The visual quality of a brand name is graphically presented in a form of logo or in a form of texts. (Wheeler 2009, 21)

By contrary, Professor Keller (2008, 146) has shown his argument that it is not simple for marketing developers to design a pleasing brand name for a new product or service. It is illustrated that among 20,000 words can be recognized by an American in 140,000 English vocabularies, only 7000 words are used to name a brand. In addition to seven qualities, Alina Wheeler (2009, 21) described seven kinds of formation of developing a brand name. They are the founder type, the descriptive type, the fabricated type, the metaphor type, the acronym type, the magic type and all-in-one combined type. A founder type name means a brand name named after the firm's founders, for example, brands in various fields D&G, Robert Coffee, Adidas, Bacardi, Christian Dior, Chevrolet, and so on. The descriptive type name refers to the business environment like Twitter. Fabricated type brand names are relevant to those invented brand names. A popular example of the metaphor type brand name is Nike which means victory. Acronym type brand names mention to brand names, which are abbreviated such as International Business Machines (IBM), Cable News Network (CNN), British Broadcasting Corporation (BBC), Donna Karen New York (DKNY) and so on. It is the best way to develop a brand name that covers some qualities like protectable quality, distinctive quality, and meaningful quality. This refers to all-in-one type.

2.5.3 URLs

URLs are mainly domain names utilized to identify the website locations on the World Wide Web. URLs are considered one of the important brand elements of brand for those who intend to drive internet branding activities. Firstly, a properly registered URL helps to protect a firm's brand from illegal usage of other domain names. Secondly, the key URL can be considered a direct translation of brand name. (Keller 2008, 154-155)

2.5.4 Logos and Symbols

Logos and symbols are visual elements vary from a unique form of a written name to an abstract illustration. Despite of the key role of brand name, logos and symbols add a positive contribution to brand awareness building. Logos usually refer to ownership, origin, uniqueness and brand recognition. A brand can be adopted certain advantages due to a stylish or elegant logo and symbol. (Keller 2008, 156)

2.5.5 Slogan

Professor Keller (2008, 159) defines a brand slogan as a short phrase which communicates descriptive and persuasive information about the brand to consumers. Brand slogans are pow-

erful brand elements because they can help consumers perceive the meaning of the brand in a form of certain graphic or specific phrases. In other words, they can be considered a vital means of summarizing and understanding the marketing programs in short words or phrases.

2.6 Differentiation of Brand

Brands are everywhere in the high competitive market in which new products and services are launched day by day. Hence, the companies are striving to distinguish themselves from other brands out in the marketplaces by branding. Every marketer tries to create and design its brand uniquely to be able to win the rivals. In one word, differentiation is one of the most critical keys to succeed in branding development or branding strategy. It is significant to find out and conceptualize this key factor in development of a successful brand. (Brand Differentiation)

According to Grillfin, an Associate Partner of Focus Business Marketing Intelligence, differentiation includes not only to how to implement a plan but also how to achieve result. It means how to differentiate a brand and create an important and meaningful point of difference. As a result, the marketing developers have to identify and focus on tangible differences such as service, price, selection, performance, and so on between their brand and the competition. Additionally, the intangible benefits like emotional and sub-conscious benefits including status, or badge value are becoming the most important advantage needed to be focused for brand domination.

Several ways that provide effective contribution to the development of a brand are as follows: Firstly, brand must be perceived to be unique. A substantial differential advantage needs to be created in brand by creating a point of difference in the way customers perceive that brand. This should be successfully perceived in customers' minds that no other brand can substitute for it. Uniqueness of a product or service must be recognized as being unique before any additional values can be attached to it. Secondly, brand must be important to its core customers. Price is usually assumed as the most important benefit for consumers. However, it is just the beginning and for most, it should be an unsustainable competitive advantage. Apart from competitive price, product mix, service, and look, marketing are necessary options to re-examine and determine where to dominate. Thirdly, brand's point of difference must be provided and sustained with style and substance. (The Branding Process Differentiation)

In conclusion, these three factors will help to achieve a competitive advantage that delivers a great customer value and can only be challenged by the competition over a long period of time and at abundant cost.

2.7 Other Marketing Communication Tools

When building brand equity, marketing communications contribute significantly in strengthening the primary sources of brand equity, which is brand awareness and image. Marketing communications adds to brand equity by creating awareness of the brand by connecting points-parity and points-of -difference associations of the brand in customers memory. The mix of different marketing communications options should be carefully evaluated by marketers, as well as different target segments, as one marketing option will probably not attain the goal. In order for the marketing communication to succeed and aid a stronger consumer brand connection, marketers should assess the message the brand ought to represent and establish through the marketing communications option. For instance, advertising such as TV can bring potential consumers into the market or catch the attention of competitors' customers to the brand, while promotions and event marketing aim to reward loyal consumers of the brand. (Keller, 230 - 234)

2.7.1 Advertising

Any paid nonpersonal presentation and promotion of ideas, goods or services by recognized sponsor can be labeled as advertising. It can also be described as strong means of building favorable and unique brand associations and extracting positive judgments' and feelings. Research study conducted by using Nielsen's database of 142 packed goods brands from 1991 to 1992 on the effects of advertising on sales, revealed that 70 percent of the ad campaigns right away increased sales. While 46 percent of the campaigns appeared to generate a long-term sales boost. As a result of extensive roles in a communication program, different advertising media such as TV, radio, print, and place advertising clearly have different strengths, which best suit to work in certain roles. (Keller 2008, 235)

From the perspective of brand equity, TV advertising provides two particularly significant assets. Firstly, it can serve as effective means of vividly representing product attributes and persuasively illuminating the consumer benefits. Secondly, TV advertising can be an effective means for dramatically depicting user and usage imagery, brand personality and other brand intangibles. In contrast, television advertising has its disadvantages. At times the nature of the message and the possible sidetracking of creative elements found in TV ad, causes consumer fail to notice product-related messages and the brand itself. In addition, the great amount of ads and nonprogramming material on the television builds a clutter that makes it simple for consumers to overlook or forget ads. Another, significant drawback of TV ads is the high cost of production and placement. Even so, well-planned and implemented TV ads can affect sales and profits and contribute to brand equity. (Keller 2008, 236-239)

The utilization of the Radio as media alternative provides certain advantages such as flexibility and balance between broad and localized market coverage. As stations are greatly targeted, ads are comparatively inexpensive to produce and place, and short closings allow for immediate responses. A study shows that 96 percent of all Americans age 12 and above listen to radio every day and over 20 hours a week. Radio can be utilized to complement or strengthen TV ads. (Keller 2008, 244)

Print media refers to magazines and newspapers, which are efficient media for advertising and to build user and usage imagery as well as to communicate product information.

With the advanced use of Internet, marketers decided to apply marketing communications to online and create a presence in cyberspace. There are two key aspects with online brand building. Firstly, advertising online provides low cost option and great level of detail as well as a great amount of customization. The use of internet offers consumers the opportunity to find and acquire brand information that is suitable to their needs or expectations. Secondly, with advanced software, brands are able to track which ads went to which sales making the advertising online accountable. In addition, it is nondisruptive, meaning it will not interrupt consumers. Major advantage of online advertising is that it can target consumers globally, select, and contact consumers that are the most promising prospects.

The final category of different advertising media is place advertising. Place advertising is often referred to as "nontraditional" or "alternative" advertising and is used to support the traditional advertising media. Place advertising can be defined as out-of-home advertising meaning it seizes advertising outside traditional media. With traditional advertising, such TV advertisement becoming less effective advertisement is popping up in unusual places resulting in innovative marketing programs. Marketers are more likely to reach consumers in environments where consumers work, play and shop. Place advertising can be implemented in billboards, movies, airlines, lounges, product placement and point of purchase. (Keller, 2008, 245-252)

2.7.2 Promotion

Keller (2008, 256) describes sales promotion as short-term incentives, which inspire trial or usage of a product or service. When compared to advertising which provides consumers a reason to purchase, promotion offers consumer a purpose to buy. There two key point with sales promotion. First, behavior of the trade is changed so that consumers will carry the brand and keenly support it. Second, the behavior of consumers is altered so that they purchase a brand for the first time, purchase more of the brand or purchase the brand earlier or more often. There are clear advantages with sales promotion as in some cases sales promotion is more

effective mean than advertising to influence the sales of brand. A consumer sales promotion allows manufacturers to place different prices to different consumer groups who vary in their price sensitivity. Carefully planned promotion can create brand equity through by means of information or product and service, which help to build strong, favorable and unique associations.

2.7.3 Event Marketing and Sponsorship

Event marketing can be distinguished as to events or activities associated with sport, art, entertainment or social causes. For marketers, event sponsorship delivers different communication options and lets event sponsors deepen and improve their relationship with target markets by taking part of a memorable and personally relevant moment in consumers' lives. (Keller 2008, 259-262)

2.7.4 Public Relations and publicity

Public relations and publicity can be identified to different programs and aim to promote or protect a brand or organizations image or its individual products and services. Publicity is nonpersonal means of communications such as "press releases, media interviews, press conferences, feature articles" etc. It can also contain annual reports, fundraising, and membership drives and etc. Marketers are now acknowledging that although public relations is helpful during marketing crisis, it should also be an essential part of any marketing communications program to increase and improve brand awareness and brand image. Brands or organizations using advertising and promotion can benefit from the integrating the two with well-implemented and planned publicity. (Keller 2008, 264-265)

2.8 Customer Relationship Management

Customer equity is another significant marketing concept that can be associated with brand equity. The goal of customer relationship management (CRM) is to generate high customer equity. Customer equity can be defined as "the sum of lifetime value of all customers". Both brand and customer equity share similar perspectives of considering customer loyalty highly important and assuming that value is created through number of customers paying as high price as possible. Customer equity mainly focuses on the financial value and measures the financial performance. On the other hand, brand equity focuses on the strategic aspects of managing and creating and influencing brand awareness and brand image with customers. It also offers guidance for marketing activities.

Both brand equity and customer equity are important matters as “there are no brands without customers and no customers without brands”. Customers serve as tangible profits that generate brand value for brands. (Kotler, Keller (2009), 303-304)

2.9 Summary of the Theoretical background

Through the theoretical foundation in this thesis, the readers are able to gain knowledge of brand, brand equity and customer based brand equity. The key point in this part is that customer based brand equity model is described as steps of building a brand. This model helps to evaluate the strength of brand and identify position of brand as well. In other words, brand awareness and brand image play an important role in creating brand value, and are two major sources of brand elements. By using communication tools with well-designed brand elements such as logos, symbols, names, etc., brand knowledge and brand nature are imprinted to consumer minds and brand awareness is achieved.

2.10 Theoretical Framework

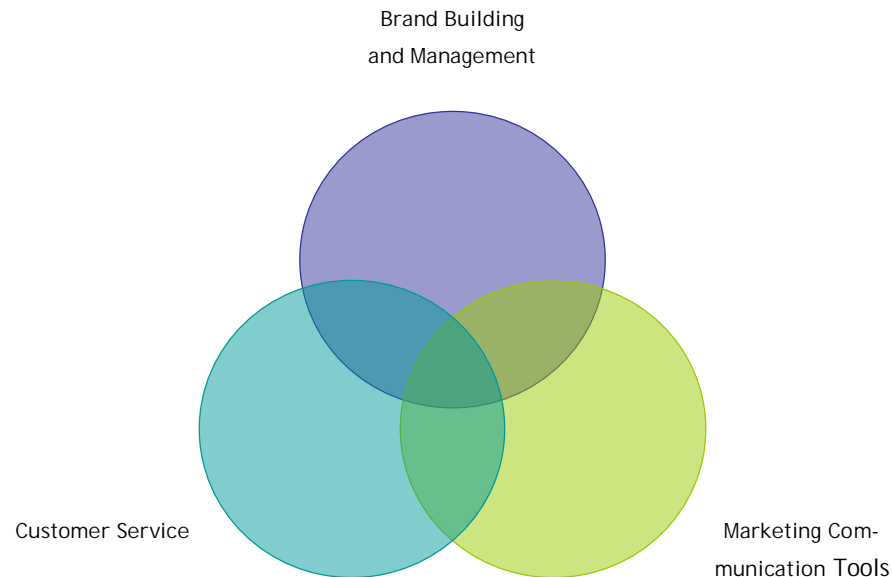


Figure 11: Theoretical framework of the thesis

Figure 10 shows the whole theoretical variables and the connections between them. The main goal of the thesis referring to ways of building customer-based brand equity is placed in the middle and supported by other theorized parts including brand building, customer relationship management, and marketing communication tools. The combination of these different theorized parts aims to answer the research question which is how to create strong brand equity by improving customer service and how the customers perceive the brand.

3 Research Approach

Research can be defined as a diligent search, study-relevant inquiry, analysis, investigation or experimentation designed and implemented for discovering new facts and findings. This definition of research can even be expanded to refer to any subject of inquiry with reference to collecting information, interpreting certain facts, and reviewing existing scientific theories with new facts or evidence. In general, conducting research helps to develop and broaden researchers' knowledge with regard to the aspects of certain specific studying fields hardly to be known, and enable researchers to get deep understand the world. (Adams, Khan, Raeside & White 2007, 19-20)

There are three types of research study that can be conducted to achieve different knowledge outcomes, namely the descriptive research, explanatory research, and the predictive research. (Adams et al. 2007, 20)

Descriptive research is mainly aimed at describing phenomena and not concerned with understanding why behaviour is the way it is. When researchers set out a template to describe how they think the world is, descriptive research will be quite useful. The descriptive research can also be considered as the starting point of exploratory research. In other words, a research project with regard to little-known phenomena starts with a descriptive research. For example, adopting descriptive research can help researchers to describe social systems and relationships between events, and provide the necessary background intelligence as well as stimulating explanations. (Adams et al. 2007, 20)

Explanatory research is mainly adopted to describe phenomena and then researchers can explain why behaviour is the way it is. In the scientific sense, explanatory research is theoretically deeper than descriptive research. Explanatory research plays a role of enabling researchers to understand what they are studying. Explanatory research can be used to, for instance, explain social relations or events, advance the structural knowledge, process and the nature of social events, link elements of issues into general statements and create, test, or review a scientific theory. (Adams et al. 2007, 20)

Predictive research is usually considered the most difficult and problematic one in practice. Besides, predictive research is used not only to explain behaviour but also to predict future behaviour with the explanatory variables related to a phenomenon. This research study is approved by governments before designing and applying certain relevant policies. (Adams et al. 2007, 20)

The simple process of research is shown as bellows:

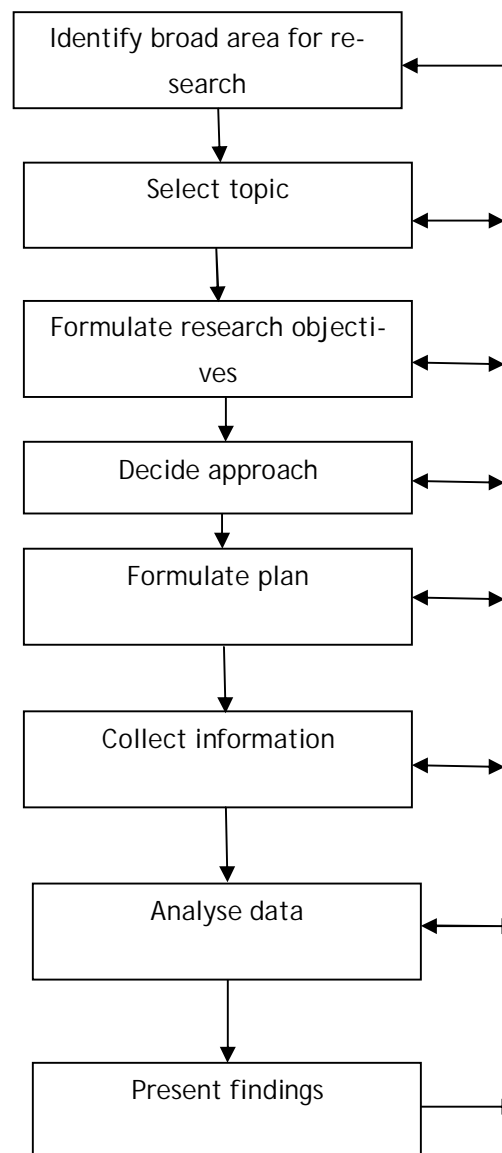


Figure 12: Overview of the (simplified) research process. (Gray, 2009, 5)

3.1 Research Method

In order to achieve relatively valid and reliable answers to research questions, it is acquirable to decide which research method should be applied when processing numerous data and problems. Technically speaking, the qualitative method and quantitative research method are two mainly domains of research method frequently observed. Researchers are able to utilize one method or a combination of them to serve the objectives of the study successfully. (Adams et al. 2007, 26)

Qualitative research requires the application of methodological approaches basing on various theoretical principles such as the phenomenology, hermeneutics and social interactionism. It aims to employ methods of data collection and analysis which are non-quantitative, as well as helping to process the exploration of social relations, and describing realities based on respondents' experiences. Qualitative research methods have been in the field of social science for a long time. (Adams et al. 2007, 26)

Quantitative research methods mention to the research followed by the methodological principles of positivism and neo-positivism, and observe to the criteria of a strict research design which is conducted prior to the actual research. Quantitative research methods are usually assumed for quantitative measurement and statistical analysis. In other words, quantitative research which is relevant to numbers and percentages, quantitative research methods, can be applied when handling quantitative data. It can be used to describe numerical data-related phenomena, and it requires a numerically large and representative sample. (Adams et al. 2007, 26)

3.2 Validity and Reliability

As questionnaires represent one of the most popular tools for data gathering, validity and reliability must be taken into careful consideration, as the validity can be affected by the phrasing of the questions. Structure of the questionnaire is important as poorly structured questionnaire or design can all risk the validity of the questionnaire. The content of the questionnaire must cover the research subject in detail, and the questions must be relevant to the research otherwise there is the threat of invalidity. Irrelevant questions also make the questionnaire longer, which in turn can result to decrease in the amount of responses. Low sample size can limit the generalizability of the result and the external validity. (David E. Gray 2009, 362-363)

At times in external validity, individual observations may make it hard to generalize the findings. A number of observational research projects take the structure of case studies, and they

all suffer difficulties of generalization, which is associated with case study approach, being small sample size. (David E. Gray 2009, 416).

Reliability means a study of consistency and can consist of measures of stability, equivalence and interjudge reliability. In terms of questionnaire, high reliability indicates that the research should be able to be repetitive with the same results at different time, supposing what is being researched has not changed. (David E. Gray 2009, 363)

The reliability of the staff survey was challenged by the small amount of sample from the staffs which were due to the low amount of employees during the time of surveying. The research does not meet the requirements of reliability but the results were valuable for the case company.

3.3 Methodology

The methodology study of this thesis was carefully planned and executed. The research questionnaire was designed to focus on the key research questions of the thesis. The research of the study was planned during the month of April and was implemented in early May.

One of the targeted groups of this study was the customers of Steam Coffee who received the questionnaire at the time of purchasing. The samples were collected by one of the authors after a short time passed. The questionnaire was conducted with 80 customers and only 59 cases were valid. The aim of the study was to find out the perception and opinions of the consumers concerning the brand of the case study, Steam Coffee. The results were carefully analyzed through SPSS program in the Microsoft Windows System. The outcome of the thesis research was analyzed with the brand knowledge gained through the theoretical section of the thesis. The research objective is to improve and strengthen the brand awareness along with brand image and customer service. The research was conducted without any major difficulties.

The second targeted group of this research was the staff of Steam Coffee. A separate questionnaire was prepared for them with the purpose of finding out how well acquainted the staff was with the brand values and brand culture of the organization.

A major part of the methodology of the thesis included planning and implementing the survey. The research questionnaire of the thesis was designed on the basis of the theoretical background. The structure and the content of the questionnaire was carefully planned and thought about in order to collect data about the opinions and perception of consumers concerning the brand awareness, brand image, customer service and the creating of customer

based brand equity concerning the case study. The questionnaire consists of 18 questions that can be divided into four sections.

The first part consists of background information of the respondent asking the age, gender and income. Second section studies consumer familiarity with the brand through statements and questions such as "I am familiar with Steam Coffee from before" and "Are you aware of the brand change from Wayne's Coffee to Steam Coffee?" Third part of the questionnaire is related to the brand awareness and brand image and aims to figure out the perceptions towards the brand name and the channels used by the consumers to find out about cafes. For example, the statement "The brand name Steam Coffee is" is presented with descriptive alternative answers that characterize the product or service with "simple", "complicated", "easy to recall", "sophisticated", "meaningful", "boring" and "hard to recall". The answering scale is from 1 to 5 with 1= Totally disagree/ 2= Slightly disagree/ 3=Neither agree or disagree/ 4= Slightly agree and 5= Totally agree. The alternatives measure the memorability, likability and meaningfulness of the name, which are the criteria for choosing brand elements according to Keller. Fourth category of the questionnaire aims to discover the consumer's thoughts about the product and service of the case study. The questions vary from taste and quality of products to professionalism of the staff.

The questions were designed in order to evaluate the consumer knowledge of the case study and use the findings as basis to enhance the brand awareness and brand image so that brand equity can be created and strengthened by focusing on the customers. The survey measured the consumer perception of the brand elements which contribute to the brand equity.

4 Empirical research

The empirical research of this paper was managed for the case study, Steam Coffee.

The purpose of the thesis is to evaluate the brand knowledge of the consumer concerning the brand awareness, brand image and customer service and the effects it has on creating customer-based brand equity.

4.1 Analysis of the Results

The research results are analyzed with the SPSS program. Tables and variety of charts are used to describe the findings in the research. The structure of the results is divided into four different parts in order to clarify the analysis and make it easy to follow. The questionnaire in its entire entity will not be discussed but key elements and aspects are analyzed that provide a whole picture of the aim and objective.

4.1.1 Part 1

The statements evaluate if the respondents have had a previous contact with the case study and the range of consumer visits as well as the background of the respondent in terms of age and income levels.

Age

	Frequency	Percent	Valid Per- cent	Cumulative Percent
18-24	15	25,4	25,4	25,4
25-34	19	32,2	32,2	57,6
35-44	13	22,0	22,0	79,7
45-54	7	11,9	11,9	91,5
54->	5	8,5	8,5	100,0
Total	59	100,0	100,0	

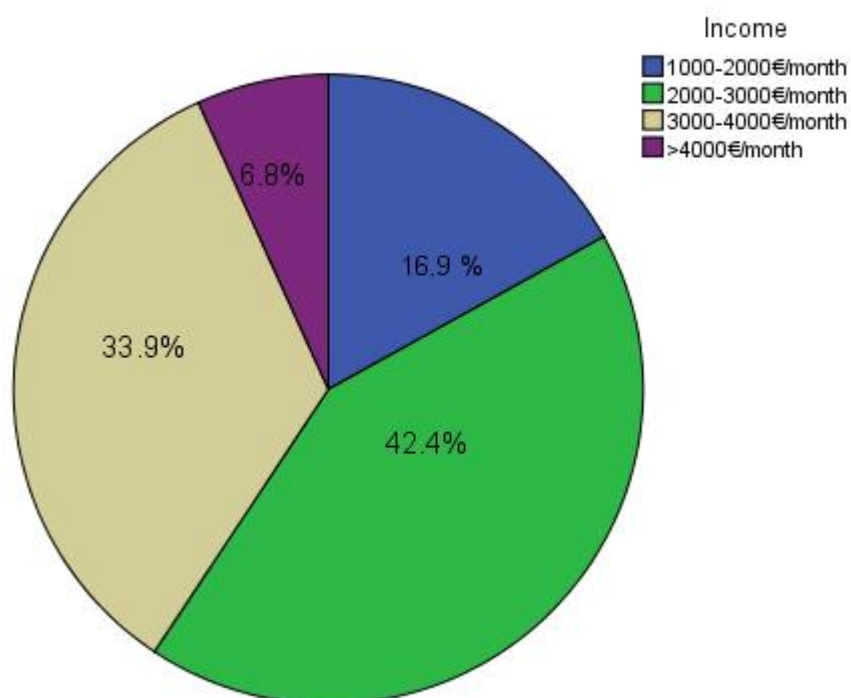
Table 1: Age range

In terms of age, the category 25-34 has the highest percentage followed by the age level of 18-25 with 25 percentage. The table 1 indicates that there is relatively high level of young customers.

Net income

Table 2: Income

	Frequency	Percent	Valid Per- cent	Cumulative Percent
1000- 2000€/month	10	16,9	16,9	16,9
2000- 3000€/month	25	42,4	42,4	59,3
3000- 4000€/month	20	33,9	33,9	93,2
>4000€/month	4	6,8	6,8	100,0
Total	59	100,0	100,0	



Referring to table 2 it can be seen that among the consumers of Steam Coffee there is great level of average income accounting for 42, 4 percentage. Over 30 percent of the consumers earn relatively high income of 3000 to 4000 euros.

4.1.2 Part 2:

The second part of the analysis focuses on discovering consumer familiarity with the Steam Coffee as well as the frequency of visiting and the reason for choosing Steam Coffee.

“You come to Steam Coffee”

Table 3: You come to Steam Coffee

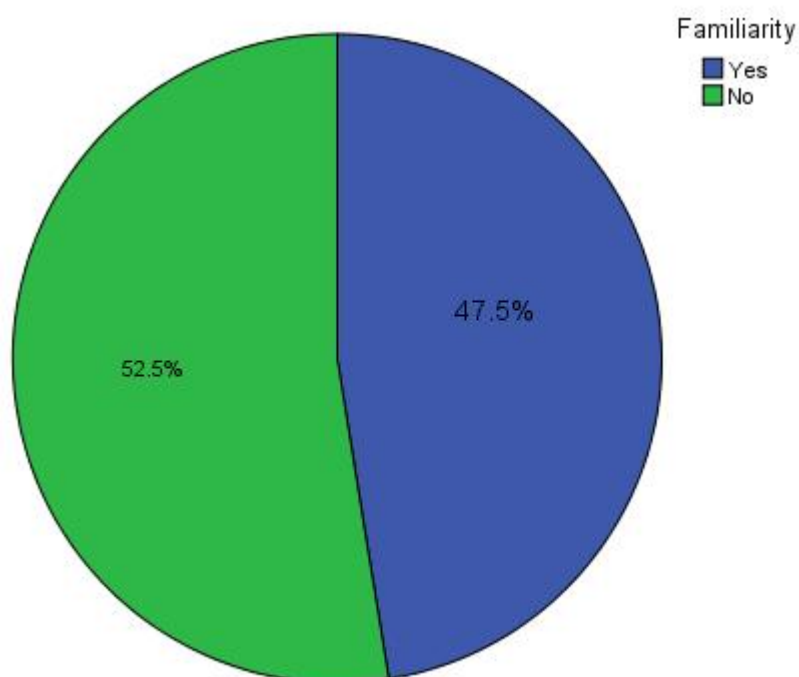
	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	1	1,7	1,7	1,7
Weekly	23	39,0	39,0	40,7
Monthly	11	18,6	18,6	59,3
Less than once per month	24	40,7	40,7	100,0
Total	59	100,0	100,0	

The statement evaluates the frequency of visits of consumer. More than 40 percent answered that they visited Steam Coffee less than once per month while 39 percent answered they visited weekly. The results indicate that Steam Coffee has a relatively high loyalty with consumers due to the frequency of visits. According to Keller it can be assumed that consumers convey high level of loyalty by looking for interaction and sharing experiences with the brand and by doing so brand resonance is achieved.

"I am familiar with Steam Coffee from before"

Table 4: I am familiar with Steam Coffee from before

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	28	47,5	47,5	47,5
No	31	52,5	52,5	100,0
Total	59	100,0	100,0	



The statement examines if the respondent has had a previous contact with Steam Coffee or if this visit was their first contact. The alternative "Yes" and "No" was offered to the respondents. The results demonstrate that 50 percent of the consumers answered "No" to the statement about the familiarity of Steam Coffee, which suggests that these consumers might

be new customers. With the 47 percent that answered "Yes" it can be assumed that Steam Coffee has high familiarity among its customers.

4.1.3 Part 3

Part three of the analysis consists of four different questions and statements, which are designed to measure the level of brand awareness and brand image in consumer minds as well as which brand associations exist in consumer minds. In addition, the different channels consumers utilize to find out about cafes are discussed.

Are you aware of the brand change from Wayne's to Steam Coffee?

Table 5: Are you aware of the brand change from Wayne's to Steam Coffee

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	29	49,2	49,2	49,2
No	30	50,8	50,8	100,0
Total	59	100,0	100,0	

The question measures the level of awareness among the consumers about the brand change from Wayne's Coffee to Steam Coffee. Over 49 percent are aware of the brand change while the rest are not. This suggests that even though there is high awareness of the brand change there is also high percentage of those who do not acknowledge any difference between the two brands, which hints of not successful implementation or execution of brand change and low brand recognition.

You come to Steam Coffee for what?

Table 6: Choice of criteria: You come to Steam Coffee

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Totally disagree	1	1,7	1,7	1,7
Slightly disagree	3	5,1	5,1	6,8
Neither disagree or agree	19	32,2	32,2	39,0
Slightly agree	16	27,1	27,1	66,1
Totally agree	20	33,9	33,9	100,0
Total	59	100,0	100,0	

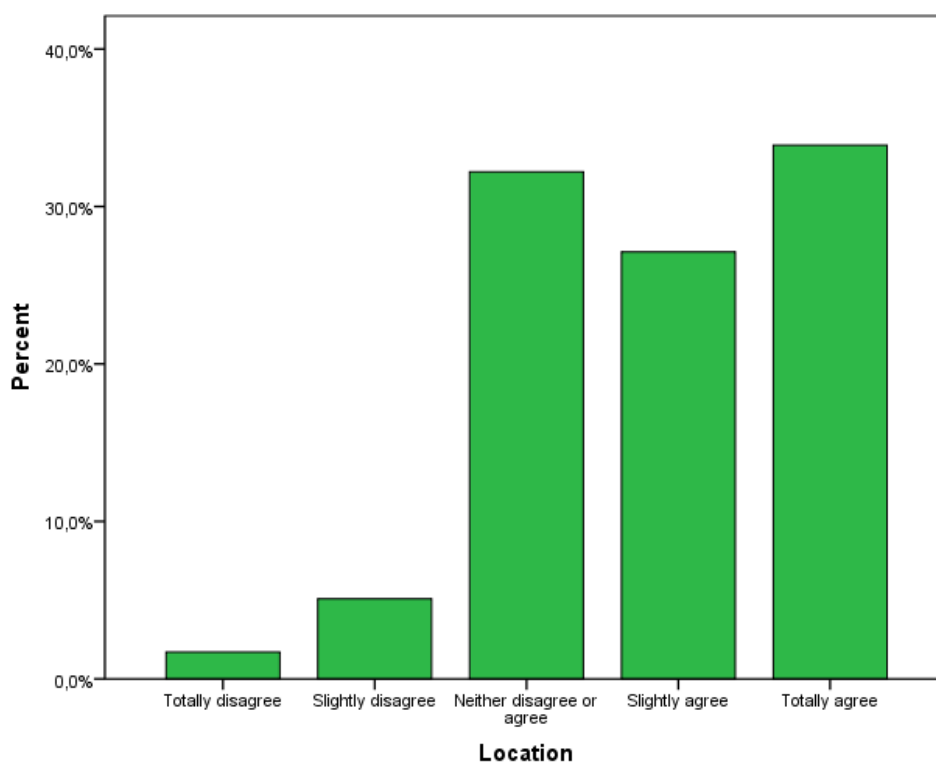


Table 7: Choice of criteria: You come to Steam Coffee

Socializing					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	5	8,5	8,5	8,5
	Slightly disagree	4	6,8	6,8	15,3
	Neither disagree or agree	15	25,4	25,4	40,7
	Slightly agree	33	55,9	55,9	96,6
	Totally agree	2	3,4	3,4	100,0
	Total	59	100,0	100,0	

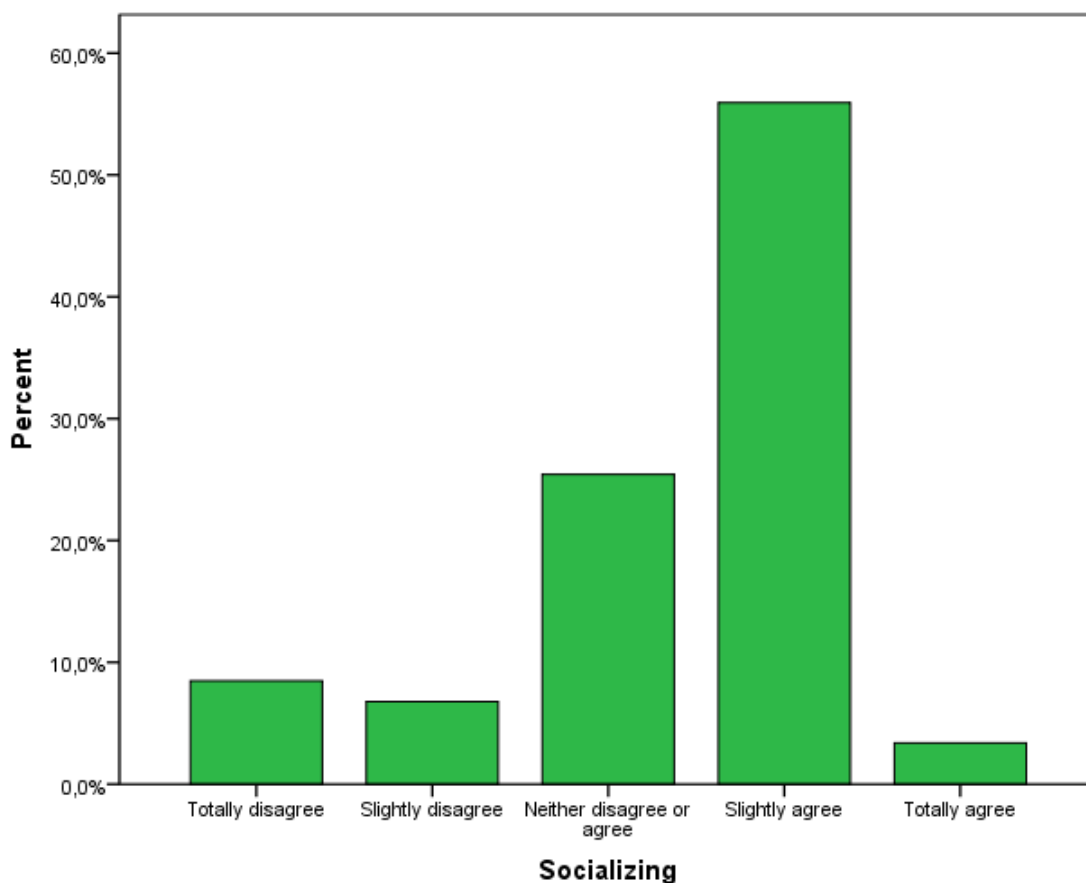


Table 6 shows that almost 34 percent of the consumers consider the location of the cafe decisive choice criteria. Consumers come to Steam coffee because of Steam Coffees convenient location which resides in busy metropolitan area and near the movie center Finnkino. Another reason the consumers come to Steam Coffee is according to table 7 socializing. Around 55 percent of the consumers agree to this statement. It can be assumed that Steam Coffee provides a place for relaxation and enjoyable time. These two options form the most meaningful choices for coming to Steam Coffee.

How do you find out about new cafes?

Table 8: Information channels: How do you find out about new cafés

Through friends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	9	15,3	15,3	15,3
	Slightly disagree	11	18,6	18,6	33,9
	Neither disagree or agree	9	15,3	15,3	49,2
	ree				

Slightly agree	17	28,8	28,8	78,0
Totally agree	13	22,0	22,0	100,0
Total	59	100,0	100,0	

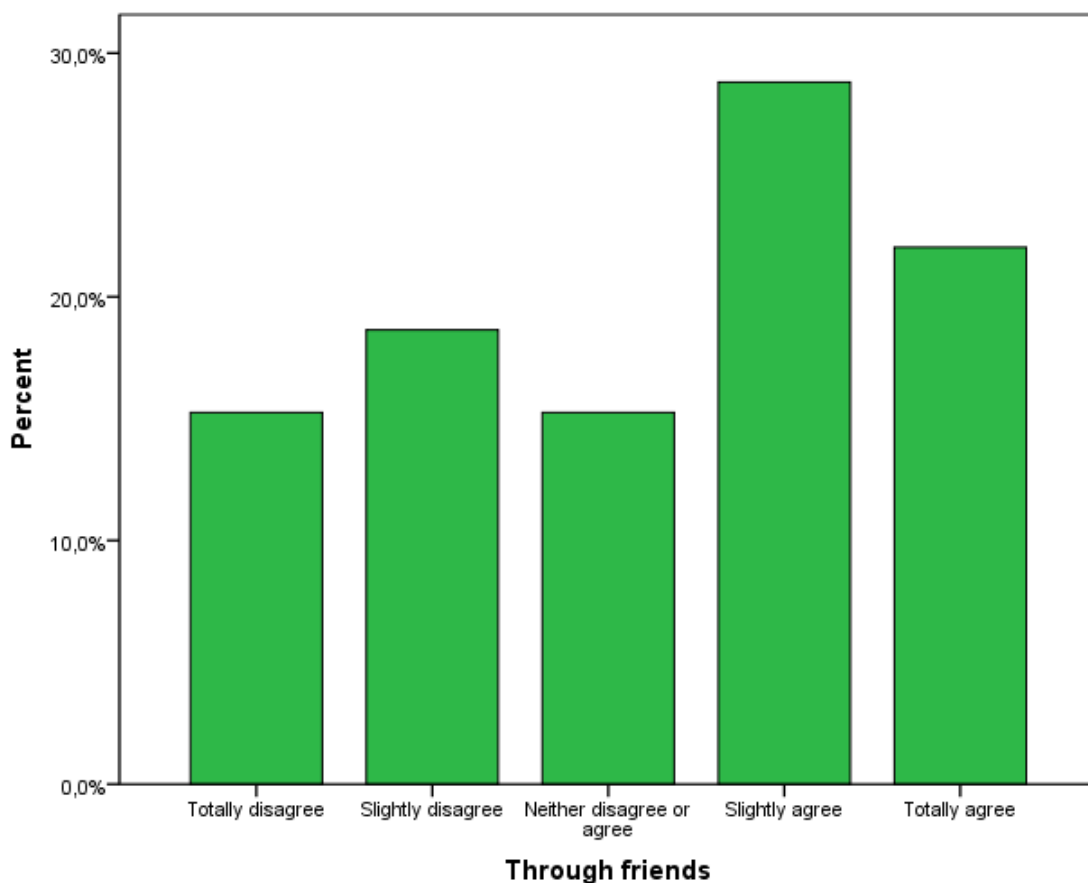


Table 8 indicates that 22 percent of the respondents totally agree to finding out new cafes through their friends. Almost 29 percent neither agrees nor disagrees that they receive information of café's from friends. Over 15 percent disagree totally to receiving information through friends.

Table 9: Information channels: How do you find out of new cafes

Through social Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	11	18,6	18,6	18,6
	Slightly disagree	5	8,5	8,5	27,1
	Neither disagree or agree	24	40,7	40,7	67,8
	Slightly agree	17	28,8	28,8	96,6

Totally agree	2	3,4	3,4	100,0
Total	59	100,0	100,0	

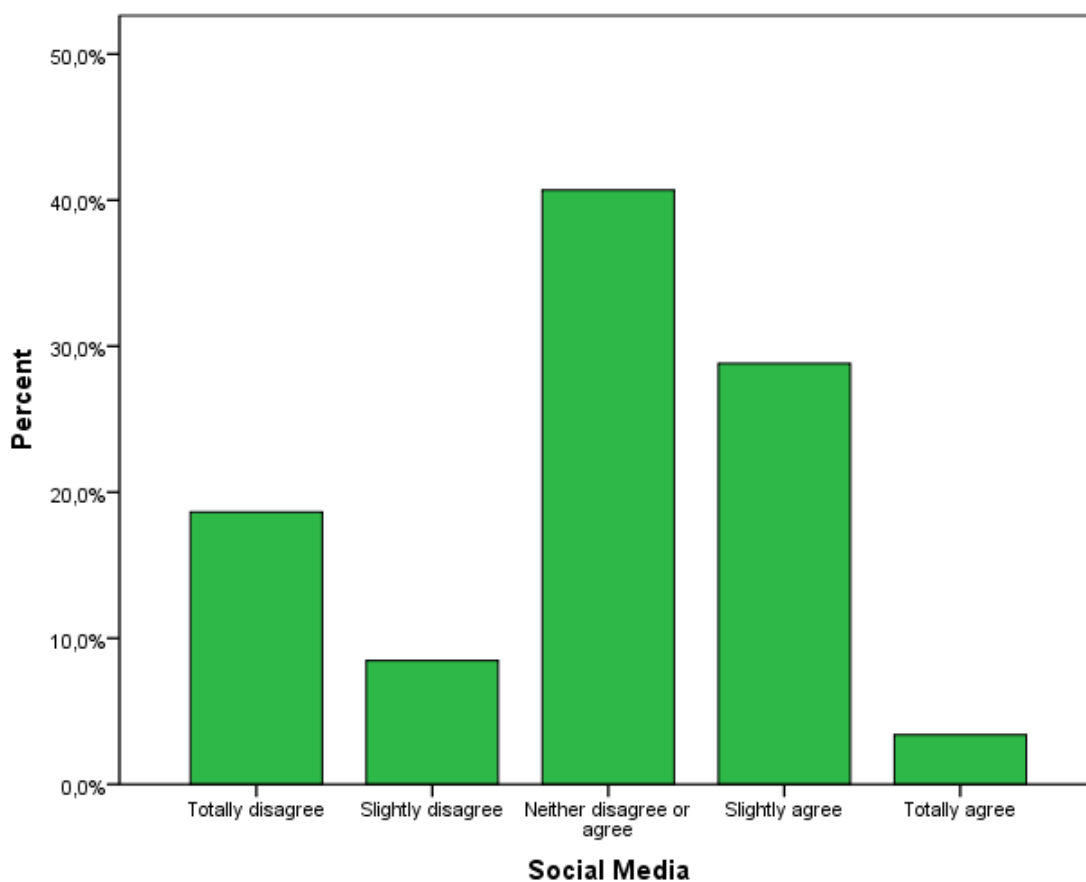


Table 9 shows that 40 percent of the respondents neither disagree or agree with receiving information through social media. On the other hand, 28 percent reveal to utilize social media to gain information while 18 percent totally disagree to using social media to gain information.

The channel of receiving information about new cafes is slightly difficult to predict as consumers probably choose to use different means in different situations. Consumers do utilize information reception through friends, social media and etc. However, the options of receiving information through friends and social media are the main popular means to receive information.

According to Keller, internet offers the consumer the opportunity to find and acquire precise information suitable to their needs or expectations, the same could be applied to information received through friends.

The brand name "Steam Coffee" is

Table 10: Characteristics of brand name: The brand name "Steam Coffee" is

Complicated

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Totally disagree	15	25,4	25,4	25,4
Slightly disagree	17	28,8	28,8	54,2
Neither disagree or agree	8	13,6	13,6	67,8
Slightly agree	11	18,6	18,6	86,4
Totally agree	8	13,6	13,6	100,0
Total	59	100,0	100,0	

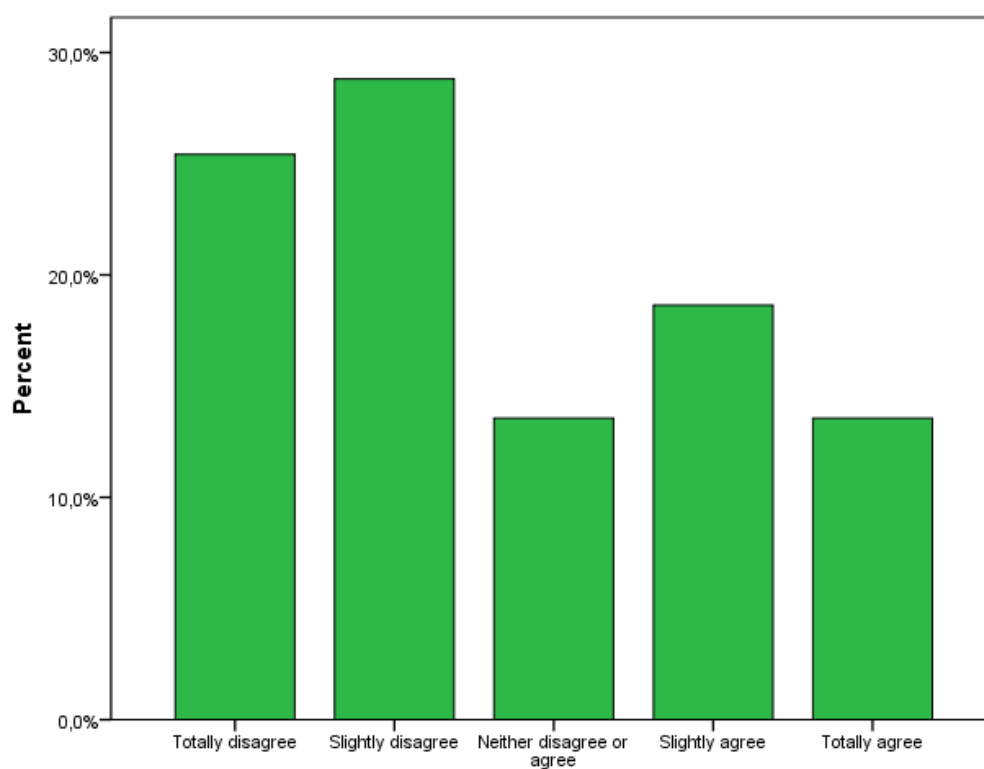


Table 10 measures the level to which brand name "Steam Coffee" is complicated. Over 50 percent disagrees that the name is complicated while little over 30 percent agrees with the name being complicated.

Table 11: Characteristics of brand name: The brand name "Steam Coffee" is

Simple					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	4	6,8	6,8	6,8
	Slightly disagree	4	6,8	6,8	13,6
	Neither disagree or agree	7	11,9	11,9	25,4
	Slightly agree	35	59,3	59,3	84,7
	Totally agree	9	15,3	15,3	100,0
	Total	59	100,0	100,0	

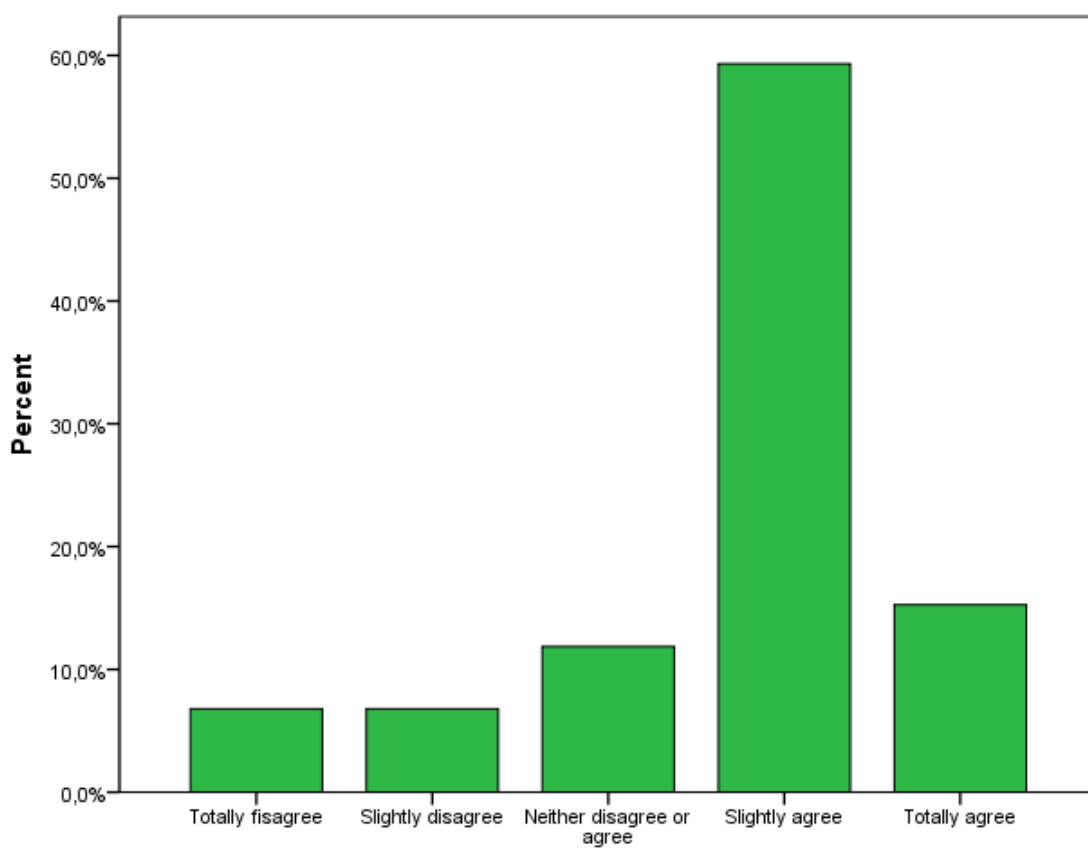
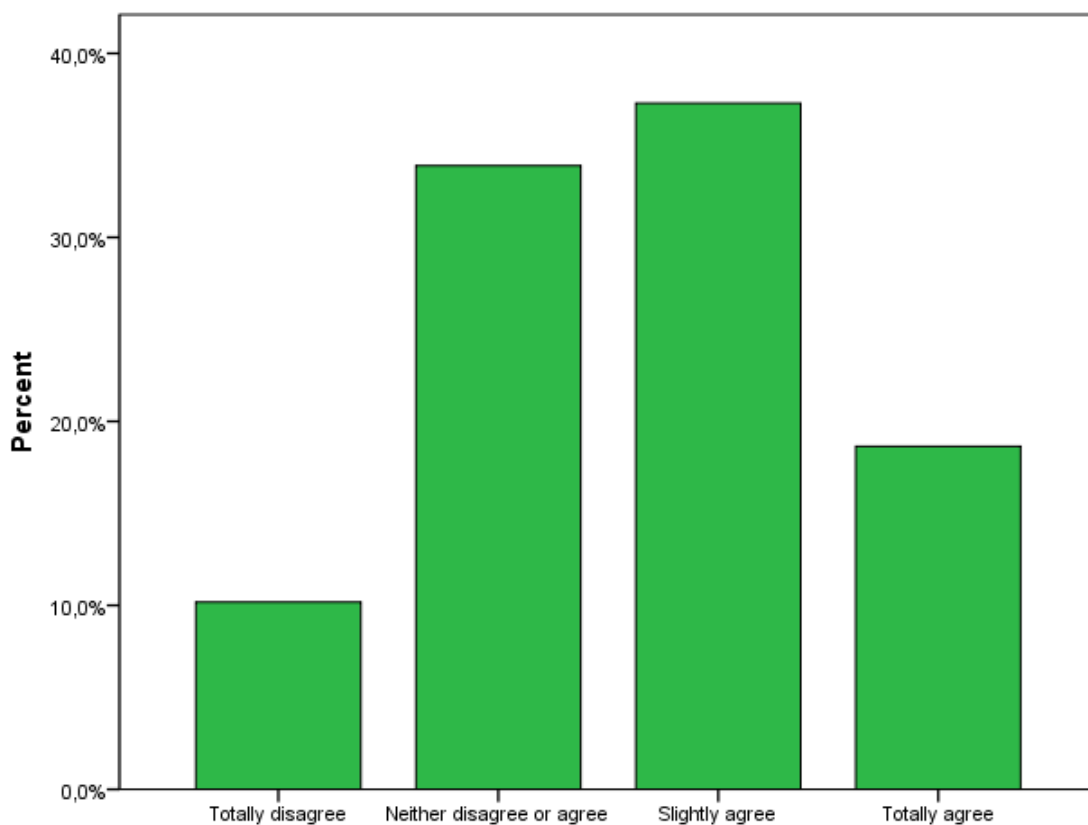


Table 12: Characteristics of brand name: The brand name "Steam Coffee" is

Hard to recall

	Frequency	Percent	Valid Percent	Cumulative
Valid Totally disagree	14	23,7	23,7	23,7
Slightly disagree	19	32,2	32,2	55,9
Neither disagree or ag-	13	22,0	22,0	78,0
Slightly agree	7	11,9	11,9	89,8
Totally agree	6	10,2	10,2	100,0
Total	59	100,0	100,0	



Tables 11 and 12 examine the simplicity and the ability to recall the brand name "Steam Coffee". The tables indicate that the brand name "Steam Coffee" is "simple" according to the consumers with 59 percent of the respondents agreeing with the statement. The brand is also easy to recall with over 50 percent disagreeing with statement that the brand name is "hard to recall".

Keller states, that in the six criteria for choosing brand elements that brand names that are simple and easy to recall can improve the awareness and memorability of a brand. The results indicate that “Steam Coffee” has relatively high level of brand awareness and memorability.

The brand image of Steam Coffee is:

Table 13: Characteristics of brand image: The brand image of “Steam Coffee” is

Boring					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	2	3,4	3,4	3,4
	Slightly disagree	23	39,0	39,0	42,4
	Neither disagree or agree	27	45,8	45,8	88,1
	Slightly agree	5	8,5	8,5	96,6
	Totally agree	2	3,4	3,4	100,0
	Total	59	100,0	100,0	

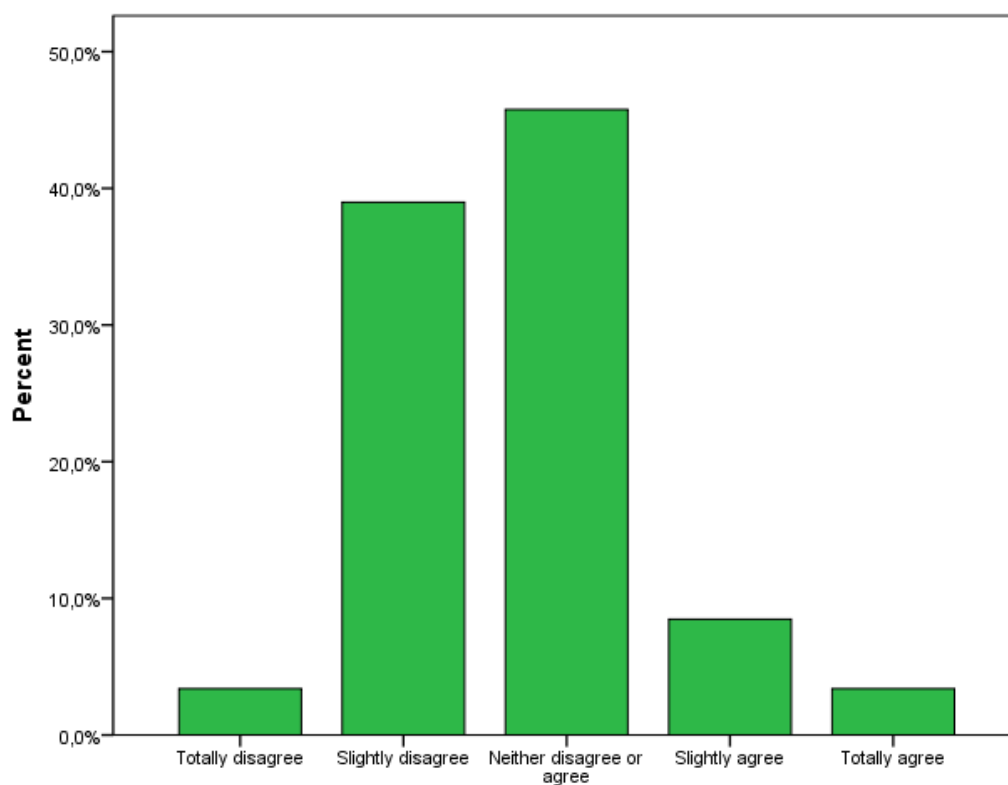
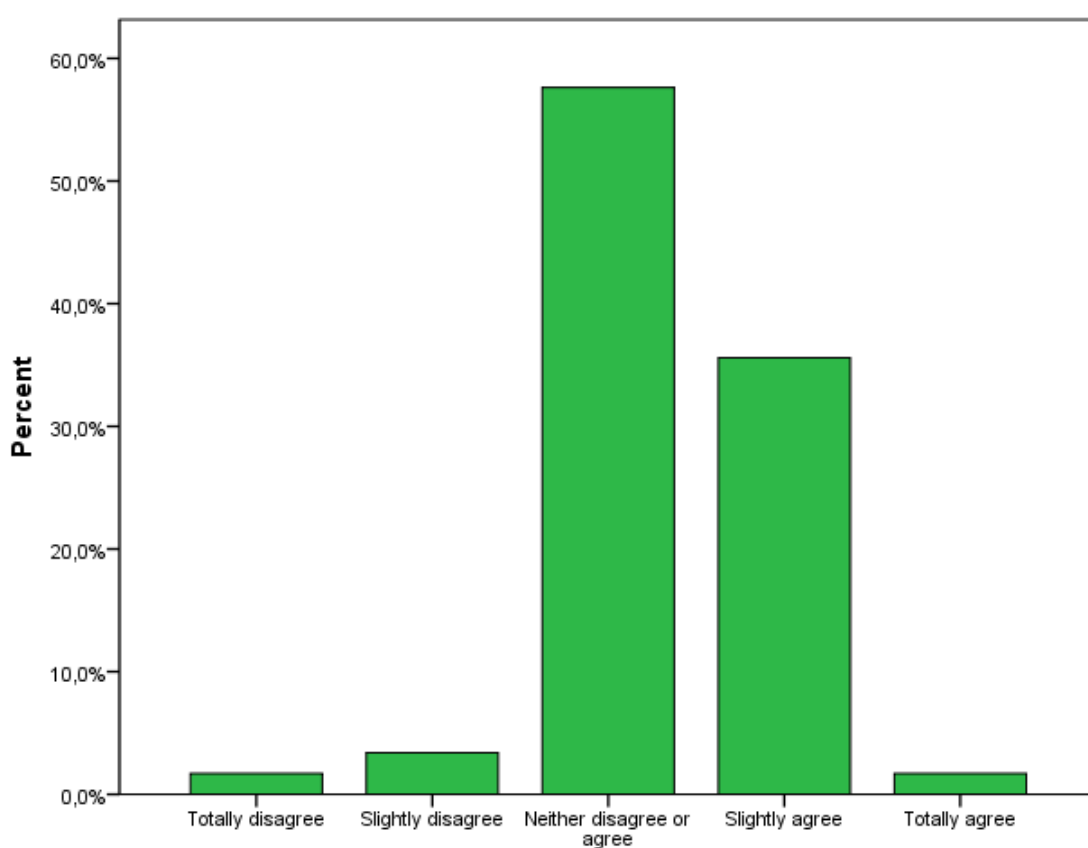


Table 14: Characteristics of brand image: The brand image of “Steam Coffee” is

		Stylish			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	1	1,7	1,7	1,7
	Slightly disagree	2	3,4	3,4	5,1
	Neither disagree or agree	34	57,6	57,6	62,7
	Slightly agree	21	35,6	35,6	98,3
	Totally agree	1	1,7	1,7	100,0
	Total	59	100,0	100,0	



According to table 13, the brand image of "Steam Coffee" is not "boring" with 39 percent of the respondents agreeing with the statement. Table 14 measures that 57 percent neither disagrees nor agrees with the statement that the brand image is "Stylish".

Table 15: Characteristics of brand image: The brand image of “Steam Coffee” is

		Innovative			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	3	5,1	5,1	5,1
	Slightly disagree	14	23,7	23,7	28,8
	Neither disagree or agree	29	49,2	49,2	78,0
	Slightly agree	8	13,6	13,6	91,5
	Totally agree	5	8,5	8,5	100,0
	Total	59	100,0	100,0	

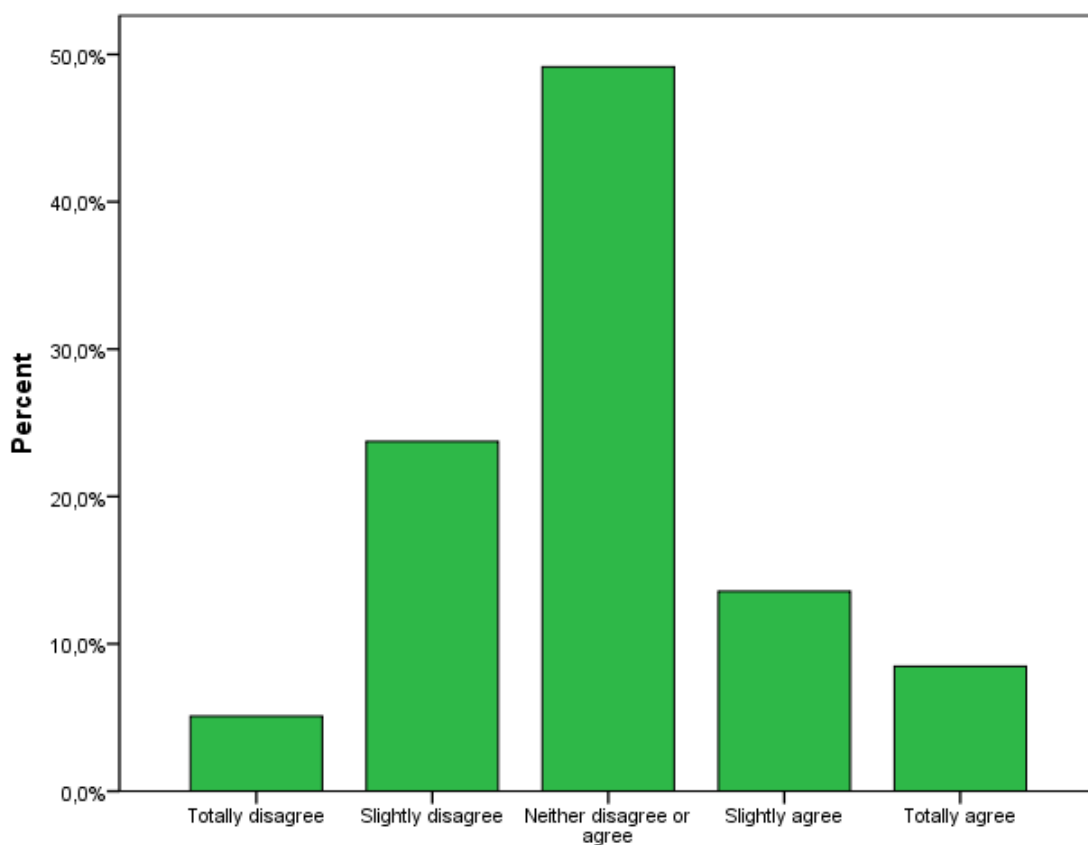


Table 15 shows that 23.7 percent of respondents disagree with the statement “it is innovative”. It can be assumed that Steam Coffee has not established a strong brand image to the customers. Even though the brand image is stylish and not boring, the brand is not acknowledged to be innovative and unique in order to give competitive advantage and meaning to why consumers should relate with it.

The logo of Steam Coffee is:



Table 16: Characteristics of brand logo: The logo of “Steam Coffee” is

Elegant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	3	5,1	5,1	5,1
	Slightly disagree	10	16,9	16,9	22,0
	Neither disagree or agree	19	32,2	32,2	54,2
	Slightly agree	25	42,4	42,4	96,6
	Totally agree	2	3,4	3,4	100,0
	Total	59	100,0	100,0	

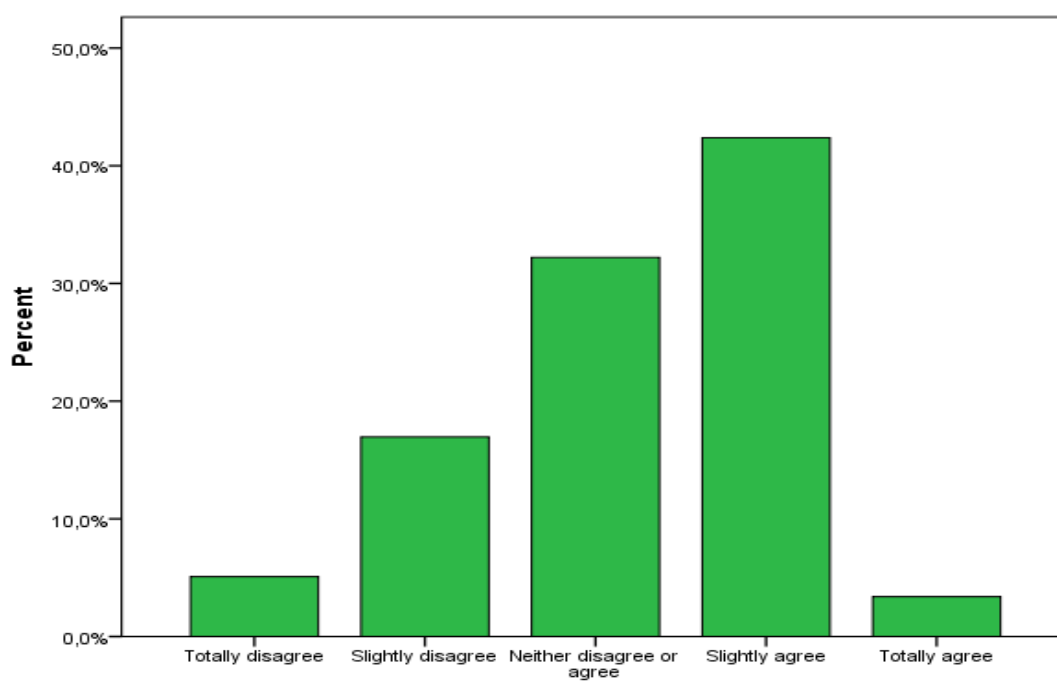


Table 17: Characteristics of brand logo: The logo of "Steam Coffee" is

Easy to recall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	5	8,5	8,5	8,5
	Slightly disagree	18	30,5	30,5	39,0
	Neither disagree or agree	16	27,1	27,1	66,1
	Slightly agree	14	23,7	23,7	89,8
	Totally agree	6	10,2	10,2	100,0
	Total	59	100,0	100,0	

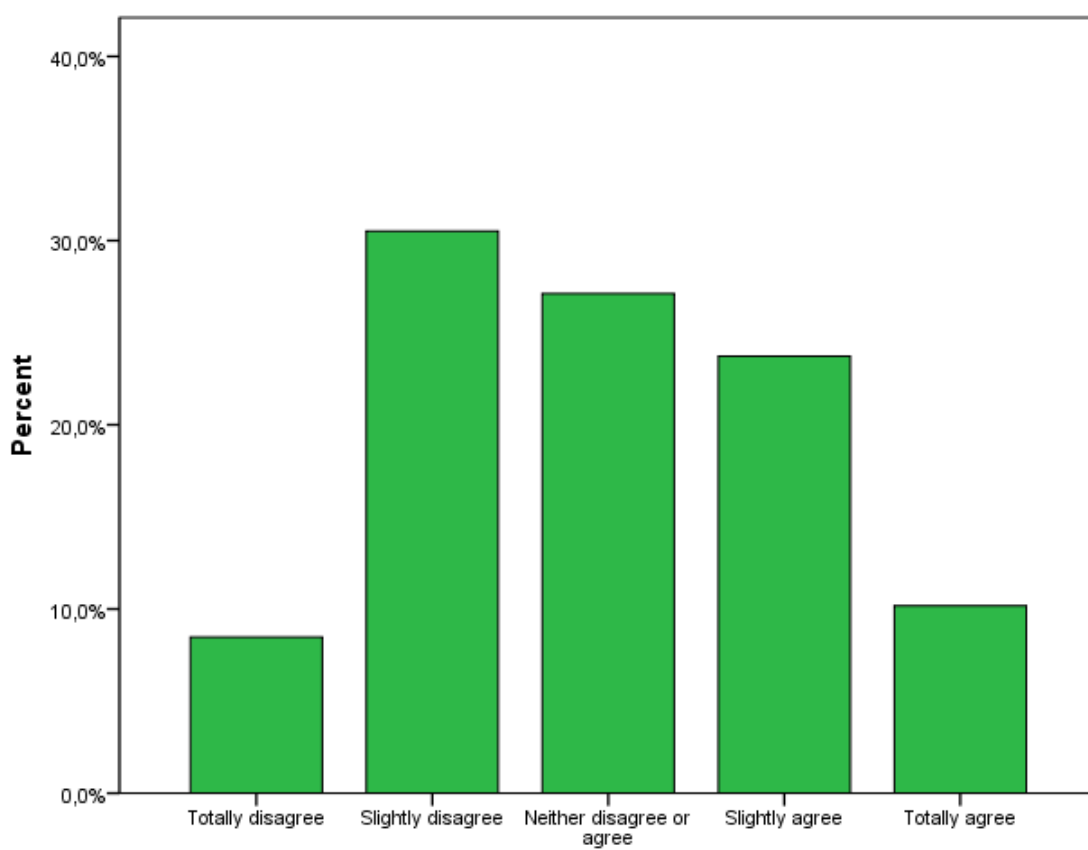
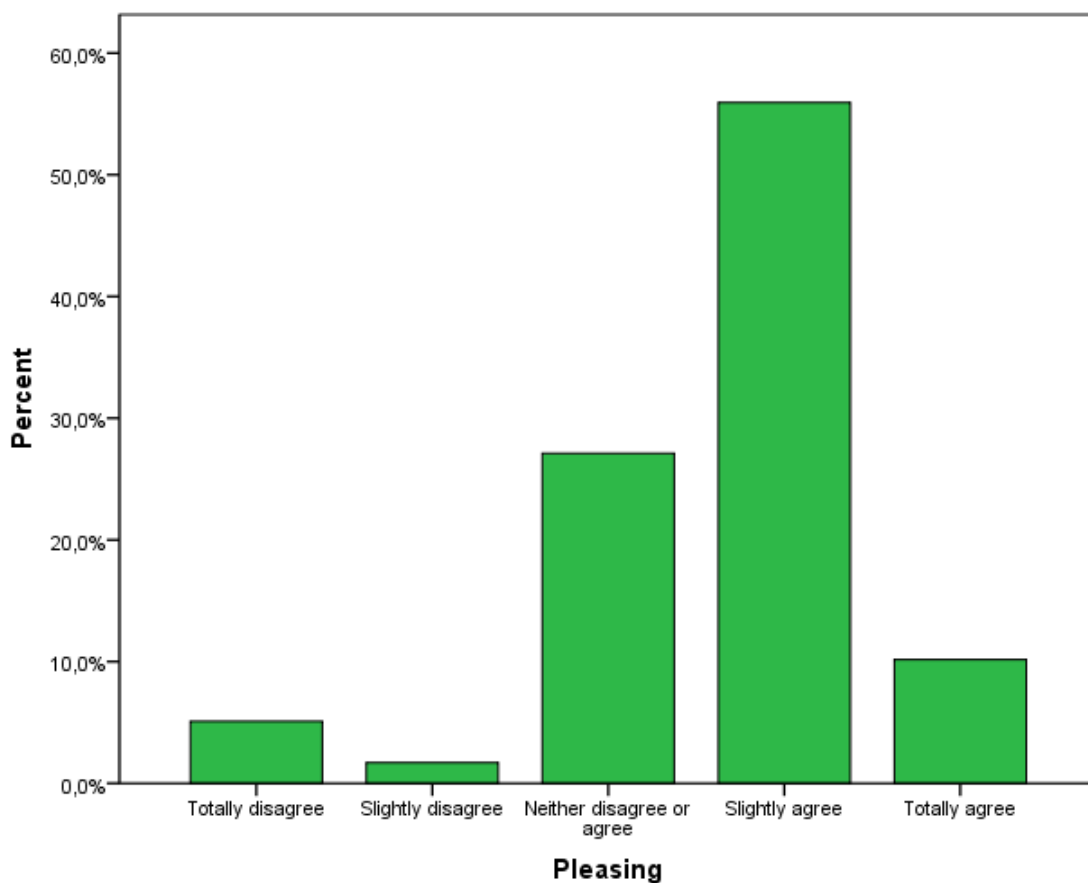


Table 18: Characteristics of brand logo: The logo of "Steam Coffee" is

		Pleasing			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Totally disagree	3	5,1	5,1	5,1
	Slightly disagree	1	1,7	1,7	6,8
	Neither disagree or agree	16	27,1	27,1	33,9
	Slightly agree	33	55,9	55,9	89,8
	Totally agree	6	10,2	10,2	100,0
	Total	59	100,0	100,0	



The table 17 and table 18 indicates that the logo of "Steam Coffee" is thought to be elegant by 42 percent and pleasing by 55 percent which means that the the logo has high level of likability and pleasement among the consumers. This also means that the logo has high brand recognition even though 30 percent also assume that the logo is not easy to recall. Over 33 percent agree that the logo is "easy to recall" this means that "Steam Coffee" logo has a relatively high level of memorability.

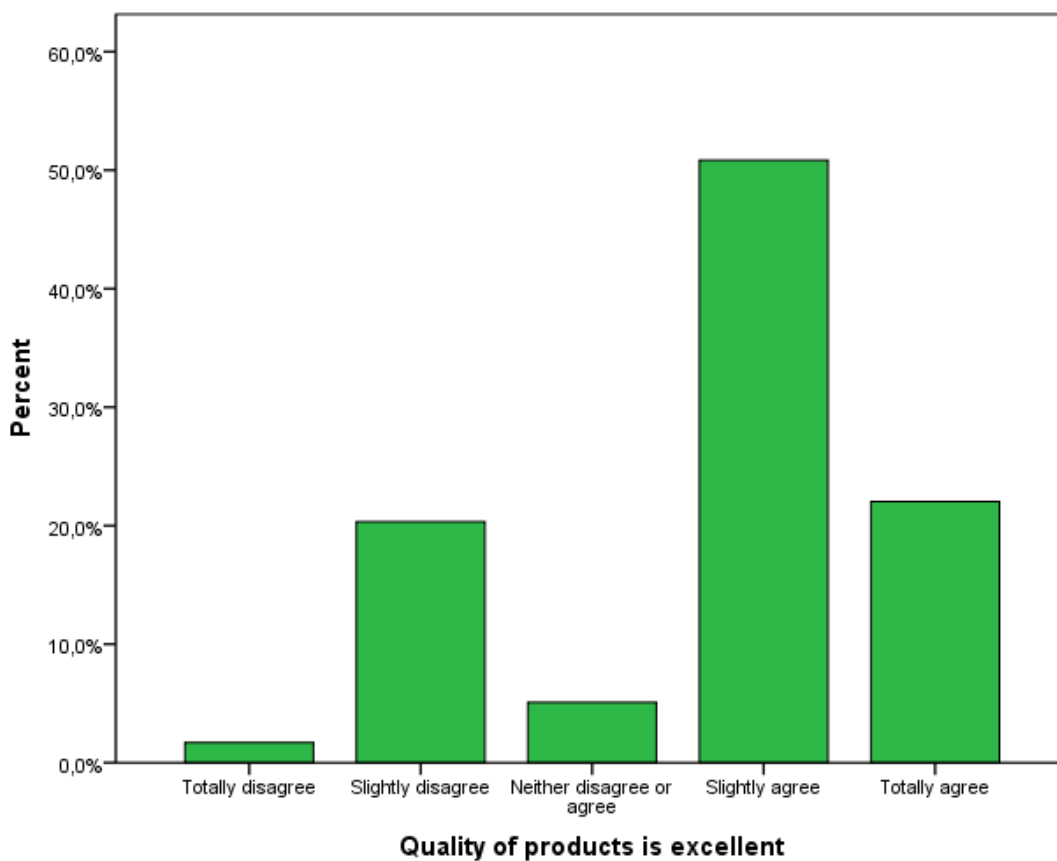
4.1.4 Part 4

Part four of the analysis focuses on the quality of products and services of “Steam Coffee” as well as the service effectiveness of Steam Coffee staff and the pricing. There will also be discussed whether the consumers would recommend and come back to “Steam Coffee”.

The quality of products in “Steam Coffee” is excellent

Table 19: Product and service quality: The quality of products in “Steam Coffee” is excellent

Quality of products is excellent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	1	1,7	1,7	1,7
	Slightly disagree	12	20,3	20,3	22,0
	Neither disagree or agree	3	5,1	5,1	27,1
	Slightly agree	30	50,8	50,8	78,0
	Totally agree	13	22,0	22,0	100,0
	Total	59	100,0	100,0	



The quality of products in table 19 is perceived to be “excellent” with 50.8 slightly agreeing and 22 percent totally agreeing. In other words, over 72 percent think that the quality of the products is excellent which indicates the “Steam Coffee” brand enjoys high level of customer satisfaction concerning the quality of the products. The brand also has strong relationship with its products, which is essential element in order to build trust and strengthen the marketing strategy.

The price level of Steam Coffee compared to Wayne’s Coffee, Robert’s Coffee, Coffee House, Fazer and Café Java is

Table 20: Price range: The price level of Steam Coffee compared to Wayne’s Coffee, Robert’s Coffee, Coffee House, Fazer and Café Java is

It is affordable					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	5	8,5	8,5	8,5
	Slightly disagree	5	8,5	8,5	16,9
	Neither disagree or agree	26	44,1	44,1	61,0
	Slightly agree	13	22,0	22,0	83,1
	Totally agree	10	16,9	16,9	100,0
	Total	59	100,0	100,0	

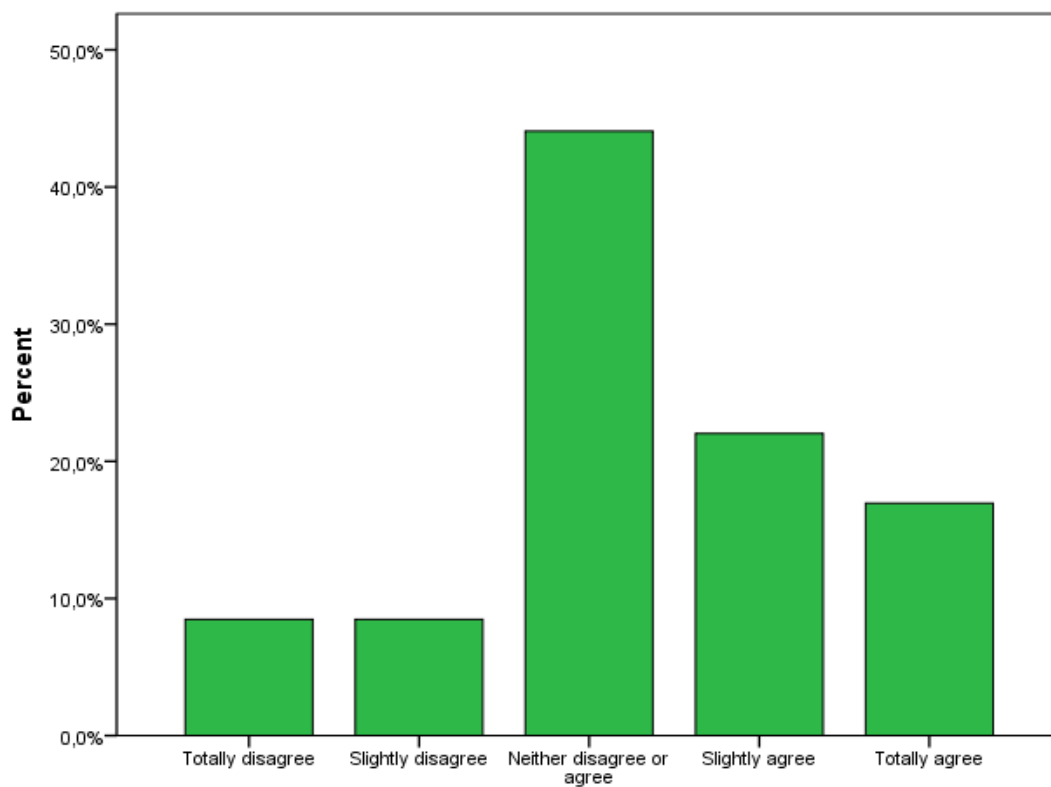


Table 21: Price range: The price level of Steam Coffee compared to Wayne's Coffee, Robert's Coffee, Coffee House, Fazer and Café Java is

Reasonable					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	1	1,7	1,7	1,7
	Slightly disagree	15	25,4	25,4	27,1
	Neither disagree or agree	18	30,5	30,5	57,6
	Slightly agree	22	37,3	37,3	94,9
	Totally agree	3	5,1	5,1	100,0
	Total	59	100,0	100,0	

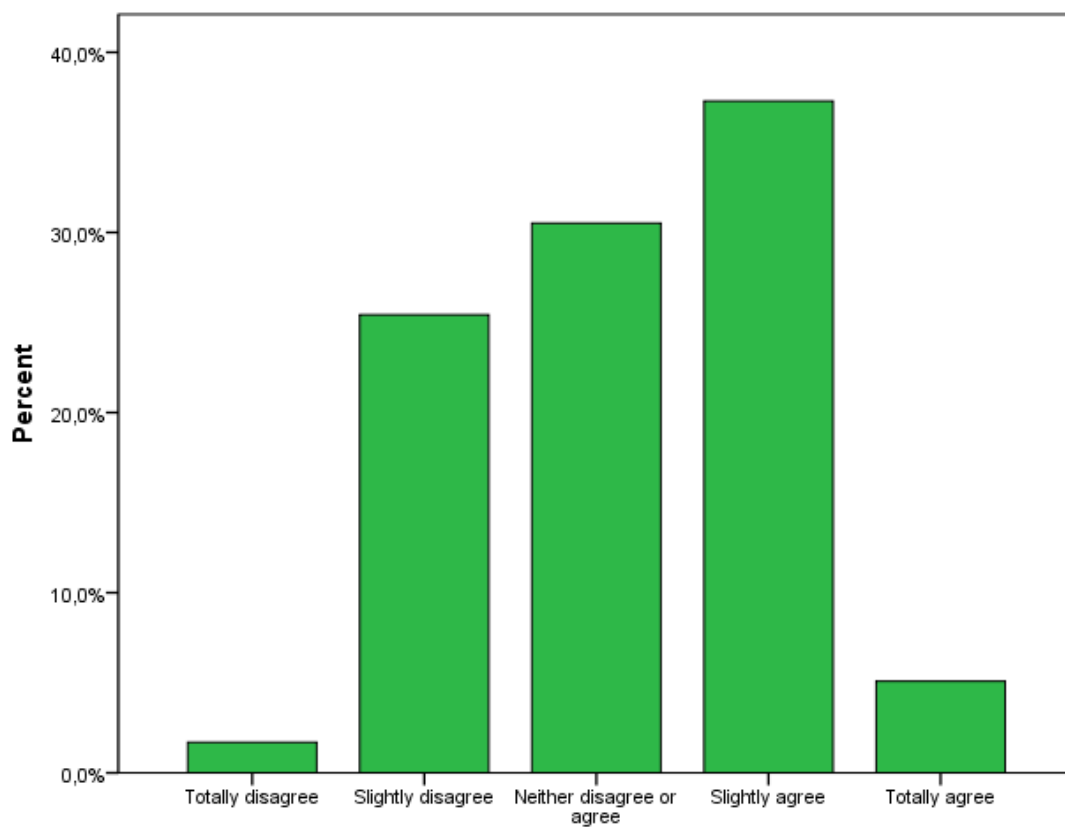
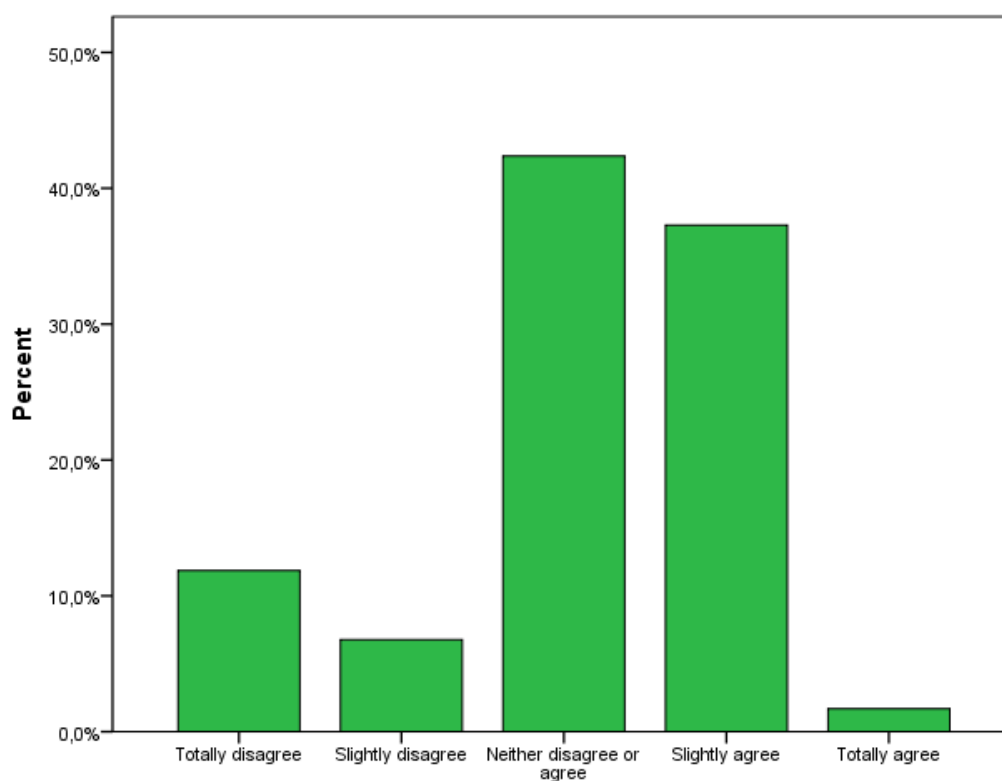


Table 22: Price range: The price level of Steam Coffee compared to Wayne's Coffee, Robert's Coffee, Coffee House, Fazer and Café Java is

Overpriced				
	Frequency	Percent	Valid Percent	Cumulative Percent
Totally disagree	7	11,9	11,9	11,9
Slightly disagree	4	6,8	6,8	18,6
Neither disagree or agree	25	42,4	42,4	61,0
Slightly agree	22	37,3	37,3	98,3
Totally agree	1	1,7	1,7	100,0
Total	59	100,0	100,0	



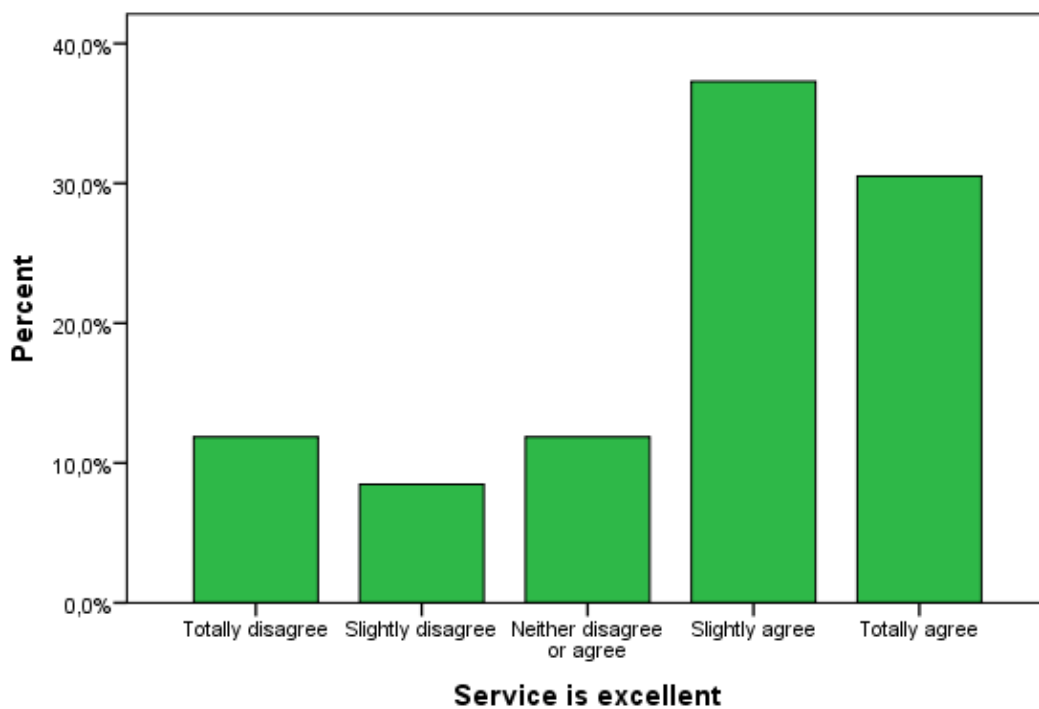
The price level of “Steam Coffee” compared to competitors is thought to be “affordable” with 22 percent slightly agreeing and over 16 percent totally agreeing. Table 21 indicates that consumers think that the price is both reasonable with 37 percent slightly agreeing and 25 percent disagreeing with the statement. In contrast, 37 percent slightly agrees with the price level being “overpriced”.

Steam Coffee employees are

Table 23: Quality of service: Steam Coffee employees are

Service is excellent				
	Frequency	Percent	Valid Percent	Cumulative Percent
Totally disagree	7	11,9	11,9	11,9
Slightly disagree	5	8,5	8,5	20,3
Neither disagree or agree	7	11,9	11,9	32,2
Slightly agree	22	37,3	37,3	69,5
Totally agree	18	30,5	30,5	100,0
Total	59	100,0	100,0	

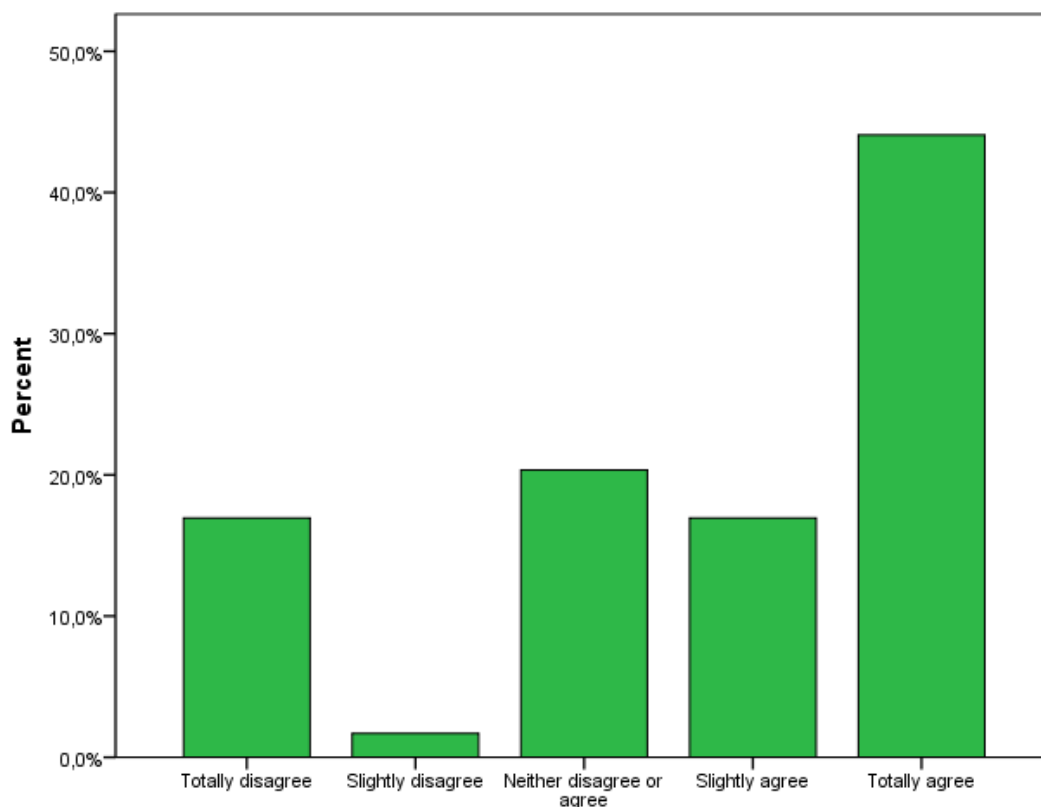
Table 23 indicates that service provided by “Steam Coffee” employees is excellent by 37 percent slightly agreeing with the statement and 30 percent totally agreeing. This shows that “Steam Coffee” has high level of customer satisfaction to the service. With high level of satisfaction correlates high brand recognition.



You would like to visit Steam Coffee again

Table 24: Possibility of returning: You would like to visit Steam Coffee again

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally disagree	10	16,9	16,9	16,9
Slightly disagree	1	1,7	1,7	18,6
Neither disagree or agree	12	20,3	20,3	39,0
Slightly agree	10	16,9	16,9	55,9
Totally agree	26	44,1	44,1	100,0
Total	59	100,0	100,0	

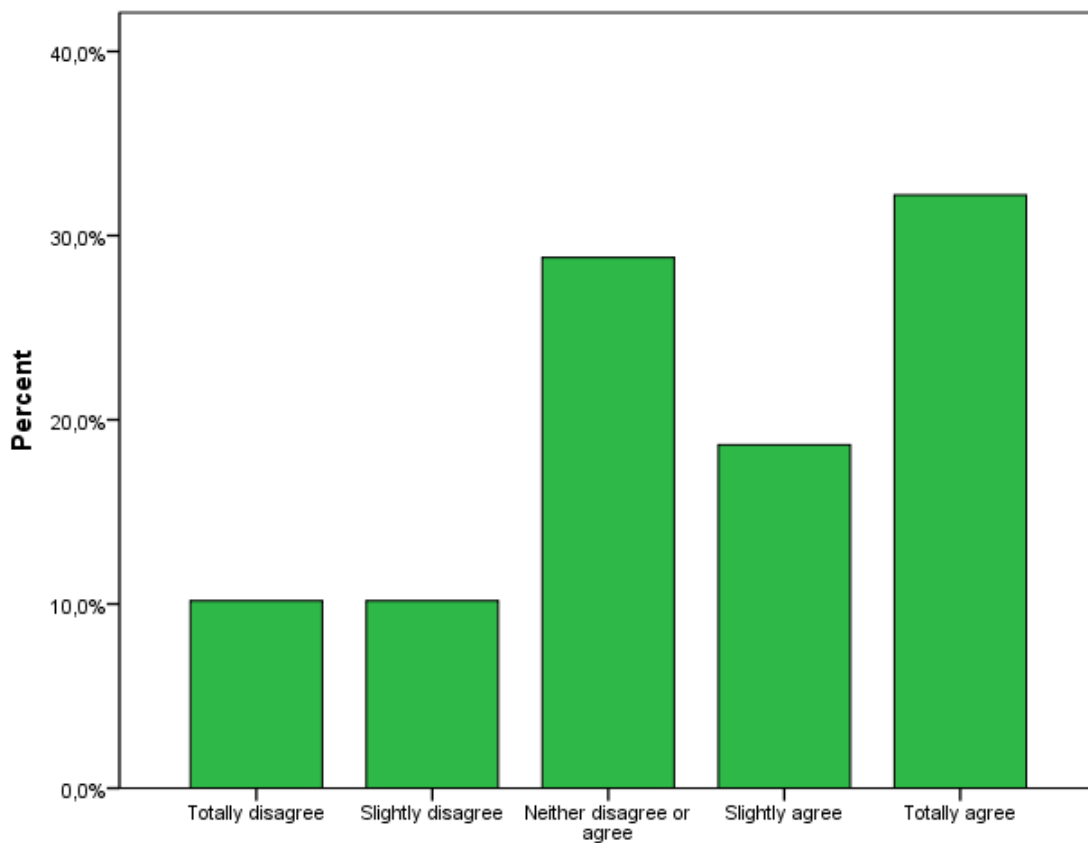


According to table 24 on whether customers would come back to Steam Coffee 60 percent agreed to want to come back. This indicates high level of consumer loyalty.

You would recommend our brand to others

Table 25: Recommendation: You would recommend our brand to others

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally disagree	6	10,2	10,2	10,2
Slightly disagree	6	10,2	10,2	20,3
Neither disagree or agree	17	28,8	28,8	49,2
Slightly agree	11	18,6	18,6	67,8
Totally agree	19	32,2	32,2	100,0
Total	59	100,0	100,0	



With regard to recommending “Steam Coffee” to others 50.8 percent agreed to recommend to others while 20.4 percent disagreed to recommend to others. The results indicate that the brand has high level of customer satisfaction and brand recognition which leads to brand awareness.

4.1.5 Staff Analysis

This section of the thesis is about the perception of the staff of Steam Coffee. This statements and questions analyzed include what Steam Coffee brand represents, what are the values of Steam Coffee and rating the customer service of Steam Coffee.

What do you think the Steam Coffee brand represents?

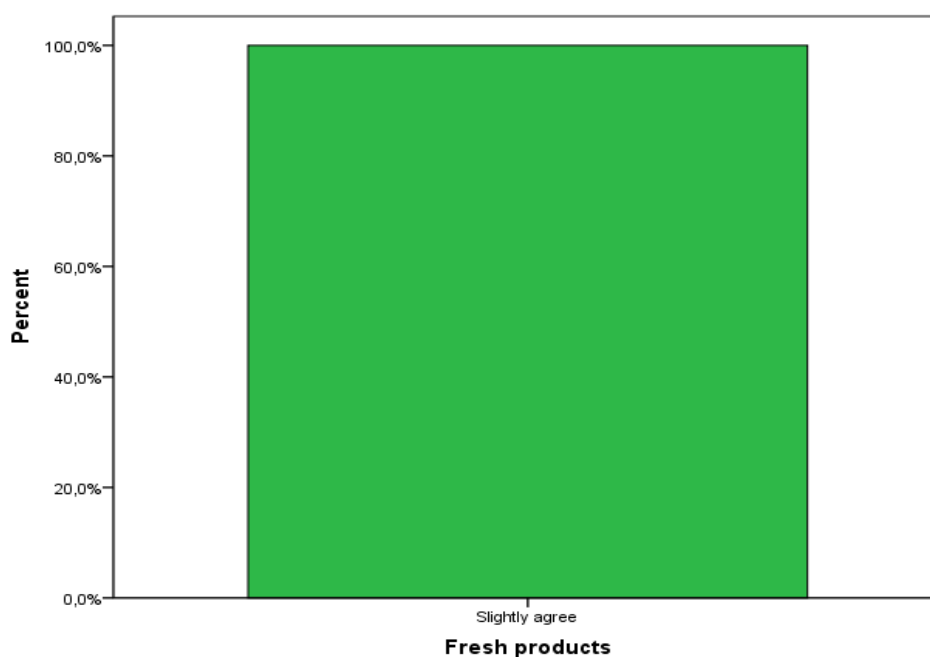
Table 26: The representation of Steam Coffee

		Trendy			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Neither disagree or agree	1	33,3	33,3	33,3
	Slightly agree	2	66,7	66,7	100,0
	Total	3	100,0	100,0	

Table 26 indicates that 66 percent of the staff thinks that Steam Coffee is trendy. This means that the brand image is thought stylish.

What are the values of Steam Coffee?

Chart 1: The value of Steam Coffee



The staff of Steam Coffee agrees totally 100 percent that fresh products are the most important value of Steam Coffee. This proves that Steam Coffee has high quality of products.

Rate the customer service of Steam Coffee

Table 27: The rating of customer service of Steam Coffee

Good

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	3	100,0	100,0	100,0

According to table 27, the staff agrees totally 100 percent that the customer service of Steam Coffee is "good". This indicates that the staff provides high level customer service.

5 Conclusion and Recommendations

Based on the above - mentioned results, which are relevant to the major aspects, namely building brand equity by improving customer service and evaluating customers and staff's perception to Steam Coffee brand, the conclusions and recommendations will be discussed.

5.1 Conclusion

The outcome of research suggests that the customer perceptions of Steam Coffee brand are somewhat positive even though not strong. The brand is perceived to be stylish and elegant and not boring. The results indicate the brand image of Steam Coffee is relatively positive due to the high level of satisfaction with the quality of the products and service as well as likability of brand elements. The brand however is not acknowledged to be innovative and unique which would give it competitive advantage and make it meaningful.

Due to the frequency of visits from the respondents the results demonstrate that the brand has relatively high level of loyalty with consumers as consumers interact and gain experiences with the brand via the visits and by doing so resonance is achieved.

There is awareness and familiarity with the brand among the consumers but there is also number of customers who are not familiar with the brand and who do not acknowledge the brand change. This suggests of failure in implementation or execution of the brand change and low brand recognition as the consumers do not see any difference between the two brands. Thus it can be assumed that the brand awareness and brand image of Steam Coffee develops from the time Steam Coffee was Wayne's Coffee. It can be speculated that of the

main reasons for this is lack utilizing different marketing communication tools which would enhance the two brands from each other.

The main channels consumers utilize to gain information are through friends and social media. Both of the channels, offer the consumer precise information which suitable to their needs and expectations. Steam Coffee needs to focus on utilizing and creating more awareness and interaction through social media. The brand elements of Steam Coffee are associated with simplicity and easy to recall thus some of the criteria for choosing brand elements are achieved well with the brand Steam Coffee. The consumers think the brand is simple and is not hard to recall. These associations help the improvement and memorability of the brand.

Majority of the consumers are willing to come back and recommend the brand to others. This shows that the consumers have established brand relationship which involves some level of loyalty and satisfaction with the brand.

The staffs of the Steam Coffee perceive the brand to be trendy. This is a favorable brand association which shows the brand personality the staffs want to convey to the consumers. The key value the staffs thought to represent the brand was fresh products. The quality of the products was thought to be excellent by high level of consumers. This shows that the brand has strong relationship with its products. The employee of Steam Coffee unanimously perceived the customer service to be very good.

It can be concluded that even though the perceptions towards the brand are somewhat positive there a lot of work to be done in order achieve strong brand equity by utilizing brand awareness and brand image.

5.2 Recommendations

In order to have a strong brand it is recommended that Steam Coffee should focus on strengthening the brand awareness and brand image. A key aspect that attracts a customer at first sight is the outlook of the brand display so in order to gain potential consumers; Steam Coffee should concentrate on the investment of displaying the brand name and brand logo "Steam Coffee" on the outside. In order to enhance the brand recognition and consumer retention Steam Coffee should apply the logo in to the packaging and product display for example in take away cups, bags and staff uniforms.

Even though Steam Coffee has successful location in reaching customers it needs to plan and implement marketing strategy to strengthen customer loyalty by using different options of marketing mix. Moreover by focusing on marketing Steam Coffee can take advantage of it's

the convenient location which is highly visible to attract potential customers to raise the sales.

Steam Coffee can be more innovative and unique with the interior design of its cafes and differentiate from competitors by creating distinctive points like colour and comfortable furniture. These key points aim to increase the brand reputation as well as recognition.

In order to be recognized innovative Steam Coffee should develop customer-driven marketing strategy and add more value to its products by providing customers more product variety and season products. It could also give the option of customizing the drinks which would strengthen the differentiation. An effective way to satisfy and meet customer needs is to give benefits to consumers through promotion such as coupons, discounts for potential group of customers, Cityshoppari card, and season discount and organize events such with themes such as Art and Steam Coffee and Steam Muffin Day.

Investing on employee well-being is also essential and key aspect in customer relationship management as employees that are satisfied with their jobs provide better customer service. Steam Coffee should develop employee training programs that motivate employees' inspiration to work and strengthen the organization brand culture. Measuring the employee performance is also important for the improvement of customer relationship management.

Last but not least, Steam Coffee should focus on strengthening communication with consumers through online. The Steam Coffee Facebook page should be updated frequently and used as mean to interact and connect with customers. It should also be channel for delivering information, special offers and general updates about the café. With successful utilization of internet it can build a customized and personalized brand image of Steam Coffee.

6 Theoretical Linkages

The theoretical linkages chosen in this thesis consisted of brand building and management, customer service and marketing communications. The theory supported well with the objective of the thesis namely, creating customer based brand equity, by focusing on the customer perception and creation of brand awareness and positive brand image through different marketing tools. The correlation or relationship between the theories are shown through the objective of the research, the results of the research study and the recommendations suggested to the case company which prove that the theory applied in the thesis is useful and informative thus the theory chosen matches well with the empirical study.

7 Summary

Nowadays, the growth of coffee industry is fiercely strong with the existence of variety brands including well-known and unwell-known ones in Finnish market. This means that in order to be stable and trusted in the marketplace, it is necessary for organizations to differentiate themselves from competitors through products or services as well as effective brand building and management. The purpose of this thesis is to find out how to create customer-based brand equity by concentrating on building strong brand awareness and positive image to satisfy customer's needs.

As a newly opened coffee, which has similar business operations with other brands in Helsinki, Steam Coffee needs to obtain more competitive advantages to stand out from competitors. To succeed in branding, it is necessary to build strong brand equity by improving customer service and create brand awareness via different marketing tools. The theoretical section was supported by the empirical research of evaluating customer and staff perception to brand. This helped to assess how effective brand awareness and brand image the case company has and what needs to be improved to adapt customers' satisfaction.

There are several methods on building a powerful brand through its two major sources, namely its positive brand image through the customers' opinions, as well as a strong level of brand awareness. Through the use of different marketing tools, a high level of brand awareness can be reached as well as establish brand image. These tools are used to bring forth a brand personality and brand knowledge, through well designed brand elements.

The creating of brand equity requires the utilization of the brand awareness and brand image which contemplate and support the customer service. It is essential to select useful marketing tools which assist and aid the brand building process. These marketing communication tools which are effective and helpful means to support are promotion, advertising, event marketing, sponsorship, public relations and publicity.

The research results of thesis show that even though Steam Coffee is relevantly new to the market it has managed to achieve certain level of brand awareness and brand recognition. It can be assumed that Steam Coffee has currently positive image in consumer minds although it has not successfully established or been able to separate the Steam Coffee brand from Wayne's Coffee. In order to be a strong brand, it is highly recommended that Steam Coffee develops all aspects of the brand and continue to conduct further researches.

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Appendices

Appendix 1: Questionnaire



Questionnaire

The survey is conducted by Giang Dang and Hamda Muhumud students from Laurea University of Applied Sciences to obtain data for the thesis "Creating customer based brand equity: Case: Steam Coffee".

Steam Coffee is newly opened coffee shop that belongs to Niklas Capital Oy located in Espoo, Finland. The company specializes in restaurant, café and catering operations. Steam Coffee includes two cafes situated in central area of Helsinki in Kaisaniemi and Tennispalatsi.

Please circle the right alternative you agree with or fill your answers in the blanks. There are questions where it is acceptable to explain your thoughts behind your choice. Your contribution will be a great value for our research.

The data collected will be used only for the research and not for any other purposes.

Thank you for your time and cooperation!

Age:

Gender: a) Female

b) Male

Income (net pay): a) 1000-2000 € b) 2000-3000 € c) 3000-4000 € d) > 4000 €

1. You come to Steam Coffee

a) Daily

b) Weekly

c) Monthly

d) Less than once (per month)

2. I am familiar with Steam Coffee from before.

Yes

No

3. You come to Steam Coffee for the: Please rate the importance of the following alternatives (1= Totally disagree/ 2= Slightly disagree/ 3=Neither agree or disagree/ 4= Slightly agree/ 5= Totally agree):

Products	1	2	3	4	5
Wi-Fi accessibility	1	2	3	4	5
Location	1	2	3	4	5
Socializing	1	2	3	4	5
Meetings	1	2	3	4	5

4. Are you aware of the brand change from Wayne's to Steam Coffee?

Yes

No

5. How do you find out of new cafes? Please also rate the importance of the channels below. (1=Totally disagree, 5=Totally agree)

Through a friend	1	2	3	4	5
From an article	1	2	3	4	5
From an advertisement	1	2	3	4	5
Through social media	1	2	3	4	5
Some other source_____	1	2	3	4	5

6. The brand name "Steam Coffee" is: (1= Totally disagree/ 2= Slightly disagree/ 3=Neither agree or disagree/ 4= Slightly agree/ 5= Totally agree):

Complicated	1	2	3	4	5
Simple	1	2	3	4	5
Easy to recall	1	2	3	4	5
Sophisticated	1	2	3	4	5
Meaningful	1	2	3	4	5
Boring	1	2	3	4	5
Hard to recall	1	2	3	4	5

7. The brand image of Steam Coffee is: (1=Totally disagree, 5=Totally agree)

Trendy	1	2	3	4	5
Boring	1	2	3	4	5
Stylish	1	2	3	4	5
Innovative	1	2	3	4	5
Tasteful	1	2	3	4	5
High quality	1	2	3	4	5
Fun	1	2	3	4	5

8. The logo of Steam Coffee is: (1=Totally disagree, 5=Totally agree)

Stylish	1	2	3	4	5
Elegant	1	2	3	4	5
Fun	1	2	3	4	5
Boring	1	2	3	4	5
Simple	1	2	3	4	5
It is easy to recall	1	2	3	4	5
Pleasing	1	2	3	4	5

9. The tastes of the Steam Coffee drinks are great. (1= Totally disagree, 5=Totally agree)

1	2	3	4	5
---	---	---	---	---

10. The taste of the Steam Coffee food is great. (1= Totally disagree, 5=Totally agree)

1	2	3	4	5
---	---	---	---	---

11. The quality of products in Steam Coffee is excellent. (1=Totally disagree, 5=Totally agree)

1	2	3	4	5
---	---	---	---	---

12. The selection of the products compared to Wayne's Coffee, Robert's Coffee, Coffee House, Fazer and Café Java is: (1=Totally disagree, 5=Totally agree)

Average	1	2	3	4	5
Good	1	2	3	4	5
Excellent	1	2	3	4	5

13. The price level of Steam Coffee compared to Wayne's Coffee, Robert's Coffee, Coffee House, Fazer and Café Java is reasonable. (1= Totally disagree, 5=Totally agree)

Affordable	1	2	3	4	5
Reasonable	1	2	3	4	5
Overpriced	1	2	3	4	5

14. The interior design of Steam Coffee is: (1=Totally disagree, 5=Totally agree)

Simple	1	2	3	4	5
Stylish	1	2	3	4	5
Inviting	1	2	3	4	5
Boring	1	2	3	4	5
Tasteless	1	2	3	4	5
Cozy	1	2	3	4	5

15. The atmosphere of Steam Coffee is: (1=Totally disagree, 5=Totally agree)

Loud	1	2	3	4	5
------	---	---	---	---	---

Quiet	1	2	3	4	5
Inviting	1	2	3	4	5
Boring	1	2	3	4	5
Fun	1	2	3	4	5
Cozy	1	2	3	4	5
Relaxing	1	2	3	4	5

16. Steam Coffee employees are (1=Totally disagree, 5=Totally agree)

Friendly	1	2	3	4	5
Helpful	1	2	3	4	5
Smiley	1	2	3	4	5
Fast in service	1	2	3	4	5
Slow	1	2	3	4	5
Professional	1	2	3	4	5
Service is excellent	1	2	3	4	5

17. You would like to visit Steam Coffee again. (1=Totally disagree, 5=Totally agree)

1 2 3 4 5

18. You would recommend our brand to others. (1=Totally disagree, 5=Totally agree)

1 2 3 4 5

Thank you very much for your time.

All the information in this survey will be held as confidential material and will not be published. If you have any questions regarding this survey, please feel free to contact us via e-mail as listed below:

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Appendix 2: Questionnaire for staff



Questionnaire

The survey is conducted by Giang Dang and Hamda Muhumud students from Laurea University of Applied Sciences to obtain data for the thesis "Creating customer based brand equity: Case: Steam Coffee".

Steam Coffee is newly opened coffee shop that belongs to Niklas Capital Oy located in Espoo, Finland. The company specializes in restaurant, café and catering operations. Steam Coffee includes two cafes situated in central area of Helsinki in Kaisaniemi and Tennispalatsi.

Please circle the right alternative you agree with or fill your answers in the blanks. There are questions where it is acceptable to explain your thoughts behind your choice. Your contribution will be a great value for our research.

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Thank you for your time and cooperation!

1. What do you think the Steam Coffee brand represents? (1= Totally disagree/ 2= Slightly disagree/ 3=Neither agree or disagree/ 4= Slightly agree/ 5= Totally agree)

Trendy	1	2	3	4	5
Boring	1	2	3	4	5
Stylish	1	2	3	4	5
Innovative	1	2	3	4	5
Tasteful	1	2	3	4	5
High quality	1	2	3	4	5
Fun	1	2	3	4	5

2. What are the values of Steam Coffee? (1= Totally disagree/ 2= Slightly disagree/ 3=Neither agree or disagree/ 4= Slightly agree/ 5= Totally agree):

High quality	1	2	3	4	5
Innovative	1	2	3	4	5
Customer oriented	1	2	3	4	5
Fresh products	1	2	3	4	5
Unique products	1	2	3	4	5
Enjoyable experience	1	2	3	4	5

4. Rate the customer service of Steam coffee? (1= Totally disagree/ 2= Slightly disagree/ 3=Neither agree or disagree/ 4= Slightly agree/ 5= Totally agree):

Excellent	1	2	3	4	5
Good	1	2	3	4	5
Average	1	2	3	4	5
Not Good	1	2	3	4	5
Bad	1	2	3	4	5

Thank you for your time!

All the information in this survey will be held as confidential material and will not be published. If you have any questions regarding this survey, please feel free to contact us via e-mail as listed below:

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